



InComm Adds Barnes & Noble Booksellers to Third Party Gift Card Suite

The nation's premier bookseller partners with the nation's leading third-party gift card provider

ATLANTA, Dec. 12, 2007—Barnes & Noble Gift Cards are now available at more locations than ever before, thanks to an agreement with InComm that makes Barnes & Noble Gift Cards available through InComm's retail distribution network.

Barnes & Noble Gift Cards are currently available at Rite Aid and Longs Drug Stores, and are coming soon to Duane Reade, New York City's popular pharmacy chain, and other retailers. Barnes & Noble Gift Cards make great gifts for birthdays, holidays or any gift-giving occasion. They can be redeemed in any Barnes & Noble store nationwide, or online at Barnes & Noble.com (www.bn.com). They may also be used at any Barnes & Noble College Bookstore location, B. Dalton Bookseller, Bookstar and Bookstop store.

Barnes & Noble Gift Cards never expire and have no hidden fees. Barnes & Noble Gift Cards allow gift recipients to choose from thousands of books, music, DVDs and magazine titles, so there is something for everyone. In fact, eight out of 10 gift recipients would prefer to receive a gift card rather than a gift, according to a recent Comdata gift card survey.

"We are excited about the opportunity to make it easier than ever for our valued customers to purchase Barnes & Noble Gift Cards," said Anne O'Malley, Director, Credit Cards & Gift Cards, Barnes & Noble. "Our partnership with InComm enables us to give our customers more choices than ever before."

The agreement with InComm enables Barnes & Noble to offer its gift cards through select merchants within InComm's retail distribution network, which currently totals more than 145,000 locations including many of the nation's largest retailers in the big box, grocery, drug and convenience channels.

"Barnes & Noble is an excellent addition to our gift card product offering," said Brooks Smith, InComm President and CEO. "The Barnes & Noble brand appeals to gift recipients and gift shoppers of all ages, and we are thrilled to make this popular consumer product available to our retail partners and their customers."

About Barnes & Noble, Inc.

Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller and a Fortune 500 company, operates 792 bookstores in 50 states. For the fourth year in a row, the company is the nation's top bookseller brand, as determined by a brand's overall strength based on its combination of familiarity, quality and purchase intent, according to the EquiTrend® Brand Study by Harris Interactive®. Barnes & Noble conducts its online business through Barnes & Noble.com (www.bn.com), one of the Web's largest e-



commerce sites. General information on Barnes & Noble, Inc. can be obtained via the Internet by visiting the company's corporate Web site: <http://www.barnesandnobleinc.com>.

About InComm

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With more than \$5 billion in retail sales transactions processed in 2006, InComm is the nation's largest provider of gift cards, prepaid wireless products, financial debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 145,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084. InComm is headquartered in Atlanta with offices in Australia, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

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