

BARNES & NOBLE, INC. AND SUBSIDIARIES
Segment Information
(In thousands)

	<u>13 weeks ended July 30, 2011</u>	<u>13 weeks ended July 31, 2010</u>
Sales		
Barnes & Noble Retail	\$ 1,000,565	1,026,269
Barnes & Noble College	219,791	224,861
Barnes & Noble.com	198,048	144,712
Total	<u>\$ 1,418,404</u>	<u>1,395,842</u>
Gross Profit		
Barnes & Noble Retail	\$ 294,866	295,671
Barnes & Noble College	51,156	50,697
Barnes & Noble.com	41,536	5,332
Total	<u>\$ 387,558</u>	<u>351,700</u>
Selling and Administrative Expenses		
Barnes & Noble Retail	\$ 249,347	270,147
Barnes & Noble College	61,959	60,231
Barnes & Noble.com	99,812	52,030
Total	<u>\$ 411,118</u>	<u>382,408</u>
EBITDA		
Barnes & Noble Retail	\$ 45,518	25,523
Barnes & Noble College	(10,803)	(9,534)
Barnes & Noble.com	(58,275)	(46,697)
Total	<u>\$ (23,560)</u>	<u>(30,708)</u>
Net Income (Loss)		
EBITDA	\$ (23,560)	(30,708)
Depreciation and Amortization	(55,671)	(56,905)
Interest Expense, net	(9,442)	(13,263)
Income Taxes	32,067	38,333
Total	<u>\$ (56,606)</u>	<u>(62,543)</u>

Percentage of sales:

Gross Margin		
Barnes & Noble Retail	29.5%	28.8%
Barnes & Noble College	23.3%	22.5%
Barnes & Noble.com	21.0%	3.7%
Total	<u>27.3%</u>	<u>25.2%</u>
Selling and Administrative Expenses		
Barnes & Noble Retail	24.9%	26.3%
Barnes & Noble College	28.2%	26.8%
Barnes & Noble.com	50.4%	36.0%
Total	<u>29.0%</u>	<u>27.4%</u>