

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

	<u>13 weeks ended</u> <u>October 29, 2011</u>	<u>13 weeks ended</u> <u>October 30, 2010</u>	<u>26 weeks ended</u> <u>October 29, 2011</u>	<u>26 weeks ended</u> <u>October 30, 2010</u>
Sales				
Barnes & Noble Retail	\$ 917,576	930,793	\$ 1,918,141	1,957,062
Barnes & Noble College	768,463	796,650	988,254	1,021,512
Barnes & Noble.com	205,922	176,703	403,970	321,415
Total	<u>\$ 1,891,961</u>	<u>1,904,146</u>	<u>\$ 3,310,365</u>	<u>3,299,989</u>
Gross Profit				
Barnes & Noble Retail	\$ 273,069	269,714	\$ 567,935	565,385
Barnes & Noble College	167,588	169,150	218,744	219,847
Barnes & Noble.com	31,007	11,256	72,543	16,588
Total	<u>\$ 471,664</u>	<u>450,120</u>	<u>\$ 859,222</u>	<u>801,820</u>
Selling and Administrative Expenses				
Barnes & Noble Retail	\$ 252,052	268,449	\$ 501,400	538,599
Barnes & Noble College	73,684	73,869	135,642	134,099
Barnes & Noble.com	89,896	61,504	189,708	113,533
Total	<u>\$ 415,632</u>	<u>403,822</u>	<u>\$ 826,750</u>	<u>786,231</u>
EBITDA				
Barnes & Noble Retail	\$ 21,017	1,265	\$ 66,535	26,786
Barnes & Noble College	93,904	95,281	83,102	85,748
Barnes & Noble.com	(58,889)	(50,248)	(117,165)	(96,945)
Total	<u>\$ 56,032</u>	<u>46,298</u>	<u>\$ 32,472</u>	<u>15,589</u>
Net Income (Loss)				
EBITDA	\$ 56,032	46,298	\$ 32,472	15,589
Depreciation and Amortization	(57,755)	(56,777)	(113,427)	(113,681)
Interest Expense, net	(8,460)	(12,791)	(17,901)	(26,053)
Income Taxes	3,620	10,690	35,687	49,023
Total	<u>\$ (6,563)</u>	<u>(12,580)</u>	<u>\$ (63,169)</u>	<u>(75,122)</u>
Percentage of sales:				
Gross Margin				
Barnes & Noble Retail	29.8%	29.0%	29.6%	28.9%
Barnes & Noble College	21.8%	21.2%	22.1%	21.5%
Barnes & Noble.com	15.1%	6.4%	18.0%	5.2%
Total	<u>24.9%</u>	<u>23.6%</u>	<u>26.0%</u>	<u>24.3%</u>
Selling and Administrative Expenses				
Barnes & Noble Retail	27.5%	28.8%	26.1%	27.5%
Barnes & Noble College	9.6%	9.3%	13.7%	13.1%
Barnes & Noble.com	43.7%	34.8%	47.0%	35.3%
Total	<u>22.0%</u>	<u>21.2%</u>	<u>25.0%</u>	<u>23.8%</u>