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NOOK™ BY BARNES & NOBLE BUILDS 10% AWARENESS WITHIN FIRST WEEK OF LAUNCH

New Study by Russell Research Indicates One in Ten Americans Have Heard of the Recently Launched eReader

East Rutherford, NJ, October 30, 2009 – A recent study conducted by Russell Research, a national research firm, indicates that 10% of Americans have heard of Nook, the eReader released last week by Barnes & Noble.

Despite the strong launch, awareness of Nook significantly trails Kindle™ (30%), its primary competitor in the eReader category. Nook's awareness was consistent among Barnes & Noble (18%) and Amazon (17%) shoppers. However, Amazon shoppers (57%) are significantly more likely than Barnes & Noble shoppers (45%) to be aware of the Kindle.

Findings of the study also indicate 15% of Americans read news stories or books on their wireless phones.

Methodology

The study was conducted online between October 23 and October 26, 2009, among 1,072 online adults, ages 18 or older, across the United States. Figures for gender, age, and geography were weighted where necessary to match their actual proportions in the population.

About Russell Research, Inc.

Founded in 1946, Russell Research is one of the pioneer firms in the market research industry. Today, Russell Research is among the industry's top custom research firms, with a seasoned staff of strategically-driven research professionals providing expertise and service for a wide range of customer and business product categories. Russell Research's diverse group of clients include Fortune 1000 companies as well as mid-size and smaller enterprises, government agencies, advertising agencies, consultancies, and public relations firms.

Media Information:

Marc Goulet
Russell Research, Inc.
(201) 528-0400
marc.goulet@russellresearch.com

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