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TIKATOK™ ANNOUNCES PLAN TO PARTICIPATE IN FIRST LADY MICHELLE OBAMA'S *LET'S READ. LET'S MOVE.* INITIATIVE

NEW YORK, NY – July 21, 2010 – **Barnes & Noble, Inc. (NYSE: BKS)**, the world's largest bookseller, today announced that Tikatok™, its award-winning children's publishing platform, is participating in First Lady Michelle Obama's *Let's Read. Let's Move.* program that encourages children across the country to stay fit over the summer. As part of the *Let's Read. Let's Move.* initiative, Tikatok will host a writing campaign on Tikatok.com in which we will ask children to respond to the question: "As part of the United We Serve: *Let's Read, Let's Move.* initiative, First Lady Michelle Obama wants to help kids continue exercising and reading this summer. What do you think she should tell children that would help them do this?"

From now until August 13, 2010, children can write and illustrate their suggestions for staying fit during the summer and submit on Tikatok's website (www.Tikatok.com). Tikatok will compile the ideas and drawings and publish them in a hardcover book for Mrs. Obama. The book will be promoted on www.bn.com and available for purchase on www.Tikatok.com. Proceeds from the book will be donated to a national nonprofit organization focused on literacy.

"Tikatok is excited to help spread the word about this important initiative from First Lady Michelle Obama. We could not be more thrilled to give children a platform to be creative and inspire other children to think about ways to stay fit and read over the summer," said Sharon Kan, co-founder and general manager of Tikatok. "We hope our writing campaign will not only spread the word about *Let's Read. Let's Move.*, but also empower children to take action themselves."

Let's Read. Let's Move. seeks to combat childhood obesity and summer reading loss by engaging youth in summer reading and physical activity, as well as by providing access to healthy, affordable food. Working with the U.S. Department of Education, *Let's Read. Let's Move.* will increase awareness about the critical importance of summer learning and encourage Americans to read to children.

Let's Read. Let's Move. marks the second time Tikatok has helped children provide advice and guidance to the residents of 1600 Pennsylvania Avenue. Tikatok participated in a similar project asking children to give their advice to President Barack Obama as he took office. The

suggestions were compiled and published as a book, *Dear Mr. President* (<http://www.tikatok.com/view/shared/2616b6b66e018d469c52447f4ab8266a>).

Tikatok offers a safe studio environment for parents, teachers and child authors to write, illustrate and publish books. Parents find that the user-friendly site encourages children to be creative and use their imaginations, while building self-confidence and learning skills. The unique Tikatok StorySparks™ system provides guidance and story suggestions to young authors and helps walk them through the process of creating and writing stories.

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