

## **FOR IMMEDIATE RELEASE**

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## **Barnes & Noble: First Bookseller to Adopt MetaMetrics' Lexile Framework for Reading**

### **Educational Tool Will Help Parents Search for Books Based on Children's Reading Ability**

**NEW YORK – July 29, 2009** – Barnes & Noble, Inc. (NYSE: BKS), the world's largest bookseller, today announced that it will offer customers the ability to search for books by Lexile<sup>®</sup> measure both in stores and online at Barnes & Noble.com ([www.bn.com](http://www.bn.com)). Recognized as the most widely used reading measure, a Lexile helps young readers develop important literacy skills by selecting materials that match both their reading level and interests. The company said that later this fall, customers of Barnes & Noble stores and Barnes & Noble.com will be able to search for specific books by Lexile measure.

"Our goal is to serve our customers with all of the information they need to make the best book choices," said Steve Riggio, chief executive officer of Barnes & Noble, Inc. "By adding Lexile measures to our online and in-store book searches, we are offering parents a powerful tool that will help to take the guesswork out of selecting the 'right' books for their children that support positive, enjoyable reading experiences."

Developed by MetaMetrics<sup>®</sup>, Inc., The Lexile Framework<sup>®</sup> for Reading is used at the school level in all 50 states and by more than 150 publishers. A Lexile measure, which is represented by a number followed by the letter "L" (such as 850L), is a true measure of a child's reading ability that may not necessarily correlate with a grade level. The Lexile measure helps parents to select reading materials that match their child's individual needs and interests. Each year, tens of millions of Lexile measures are reported from reading assessments and programs, representing about half of U.S. students. More than 115,000 books and 80 million articles have Lexile measures, and these numbers continue to grow.

Today, Barnes & Noble.com product pages display the Lexile measure for all titles currently in the Lexile Book Database. In addition, Barnes & Noble will add Lexile measures to up to 5,000 books from its own publishing imprints, including Sterling Publishing, SparkNotes and Barnes & Noble Publishing.

"When the world's largest bookseller recognizes the value you provide, you have reached an exciting milestone," said MetaMetrics President Malbert Smith III, Ph.D. "While Lexile measures have been widely embraced by the education, testing and publishing communities,

Barnes & Noble is our first major consumer retail partner and we are looking forward to rolling out this campaign.” Smith continued, “Most importantly, this partnership is about building national literacy. When readers are connected with books that match their reading ability and on topics that interest them, they build critical literacy skills and develop a lifelong love of reading.”

Customers who do not already know their Lexile measure can visit MetaMetrics’ “Find a Book” website ([www.lexile.com/findabook](http://www.lexile.com/findabook)), where a simple utility offers a starting point to estimate their reading ability. The website then guides users through a few steps, including a chance to pick their interests and refine their book search results by age level and Lexile range, ultimately providing a customized list of books with Lexile measures that can be purchased directly at Barnes & Noble.com.

For more information on the Lexile Framework, visit [www.Lexile.com](http://www.Lexile.com). Publishers interested in receiving certified Lexile measures for their materials should contact Trilby Berger, MetaMetrics’ vice president, strategic partnerships, at [tberger@Lexile.com](mailto:tberger@Lexile.com) or 919-547-3427.

#### **About Barnes & Noble, Inc.**

Barnes & Noble, Inc. (NYSE: BKS), the world’s largest bookseller and a Fortune 500 company, operates 777 bookstores in 50 states. Barnes & Noble is the nation’s top bookseller brand for the sixth year in a row, as determined by a combination of the brand’s performance on familiarity, quality, and purchase intent; the top bookseller in quality for the second year in a row and the number two retailer in trust, according to the EquiTrend® Brand Study by Harris Interactive®. Barnes & Noble conducts its online business through Barnes & Noble.com ([www.bn.com](http://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 website: [www.barnesandnobleinc.com](http://www.barnesandnobleinc.com).

#### **About MetaMetrics, Inc.**

MetaMetrics, Inc., an educational measurement organization, develops scientifically based measures of student achievement that link assessment with instruction, foster better educational practices, and improve learning by matching students with materials that meet and challenge their abilities. The company’s team of psychometricians developed the widely adopted Lexile Framework for Reading ([www.Lexile.com](http://www.Lexile.com)); El Sistema Lexile para Leer, the Spanish-language version of the Lexile Framework; The Quantile Framework® for Mathematics ([www.Quantiles.com](http://www.Quantiles.com)); and The Lexile Framework for Writing. In addition to licensing Lexile and Quantile® measures to state departments of education, testing and instructional companies and publishers, MetaMetrics delivers professional development, resource measurement and customized consulting services. For more information, visit [www.MetaMetricsInc.com](http://www.MetaMetricsInc.com).

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