

Barnes & Noble Education Appoints Jonathan Shar as Senior Vice President, Revenue & Product Development

July 25, 2018

BASKING RIDGE, N.J.--(BUSINESS WIRE)--Jul. 25, 2018-- [Barnes & Noble Education, Inc. \(NYSE: BNED\)](#), a leading provider of educational products and services solutions for higher education and K-12, today announced that Jonathan Shar has been appointed to the newly-created leadership position of Senior Vice President, Revenue & Product Development, effective July 25, 2018. Mr. Shar will report to Barnes & Noble Education's Chairman and Chief Executive Officer Michael P. Huseby.

Mr. Shar has more than twenty years of experience in digital consumer marketing, new product development, revenue enhancement and successful commercialization. In his new role, Mr. Shar will be responsible for identifying and developing products and services to deliver innovation, growth and increased profitability across Barnes & Noble Education's business segments and offerings, including the Company's new reporting segment, Digital Student Solutions (DSS), Barnes & Noble College's (BNC) *First Day™* inclusive access solution, LoudCloud's Courseware, Analytics and LMS offerings, and BNC's and MBS' services to publishers.

"We are pleased to welcome Jonathan to the Barnes & Noble Education team," said Michael P. Huseby, Chairman and Chief Executive Officer, Barnes & Noble Education. "BNED has a proven history of delivering outstanding services to our educational partners. As we transform our company to add more integrated digital offerings to our ecosystem, both for the institutional and direct-to-student markets, Jon's expertise and leadership will be essential in helping us to accelerate that transformation."

"I have actively followed Barnes & Noble Education's growth and success over the last three years, and I am excited to join the Company as it continues its transformation towards digital," said Mr. Shar. "I look forward to leveraging my deep experience in consumer marketing, e-commerce, digital product development and higher education to enhance the Company's existing services and solutions, and develop new assets that will bring the Company to new levels of innovation, growth and profitability."

About Jonathan Shar

Jonathan Shar is a senior marketing and general management executive with a proven track record in consumer marketing, digital media, e-commerce, B2B lead generation, sales and revenue growth, and new product development. He most recently served as Chief Marketing Officer at Akademos, Inc., a disruptive and growing e-commerce and digital marketing company that provides online bookstore services, digital learning materials and real-time analytics to colleges and universities. He previously was the General Manager of NOOK Digital Content at Barnes & Noble, Inc. where he oversaw business development, product development and marketing for the Global NOOK Newsstand, NOOK Video and NOOK Apps digital businesses. Prior to his nearly five years with NOOK, he served as Senior Vice President and General Manager at CNNMoney, responsible for the CNNMoney website and mobile franchise. Prior to that, he was Vice President of Consumer Marketing at Sports Illustrated Group and Director of Consumer Marketing for FORTUNE Magazine Group. Jonathan received a Bachelor of Arts degree from Tufts University and has an MBA from the University of Michigan.

ABOUT BARNES & NOBLE EDUCATION, INC.

Barnes & Noble Education, Inc. (NYSE: BNED) is a leading provider of higher education and K-12 educational products and solutions. Through its Barnes & Noble College and MBS Textbook Exchange segments, Barnes & Noble Education operates 1,444 physical and virtual bookstores across the U.S., serving more than 6 million students and faculty. Through its Digital Student Solutions segment, the Company offers a suite of digital software, content and services including direct-to-student study tools, serving approximately 100,000 subscribers in more than 15 different countries and receiving more than 20 million unique monthly visitors to its sites. The Company also operates one of the largest textbook wholesale distribution channels in the United States. For more information please visit www.bned.com.

BNED companies include: [Barnes & Noble College Booksellers, LLC](#), [MBS Textbook Exchange, LLC](#), [BNED LoudCloud, LLC](#), [Student Brands, LLC](#), and [Promoversity, LLC](#). General information on Barnes & Noble Education may be obtained by visiting the Company's corporate website: www.bned.com.

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Source: Barnes & Noble Education, Inc.

Media:

Barnes & Noble Education, Inc.
Carolyn J. Brown
Senior Vice President
Corporate Communications
908-991-2967
cbrown@bned.com

or

Investor:

Barnes & Noble Education, Inc.

Thomas Donohue
Senior Vice President
Treasurer and Investor Relations
908-991-2966
tdonohue@bned.com