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Barnes & Noble Education Announces Acquisition of Promoversity

BASKING RIDGE, N.J.--(BUSINESS WIRE)-- [Barnes & Noble Education \(NYSE:BNED\)](#), one of the largest contract operators of bookstores on college and university campuses across the country, today announced it has completed the acquisition of the assets of Promoversity, a custom merchandise supplier and e-commerce storefront solution serving the collegiate bookstore business and its customers. The acquisition of Promoversity will enable [Barnes & Noble College](#), a division of Barnes & Noble Education, to customize its e-commerce offerings and drive on-campus apparel sales with numerous constituent shopping groups.

Promoversity will become a wholly owned subsidiary of Barnes & Noble College, and continue to operate independently under the leadership of Doug Murphy who, along with the existing management team, will manage the company's day-to-day operations and support all of its customers.

Barnes & Noble College will broaden its selection of customized merchandise available in the campus bookstore today. By leveraging Promoversity's established supply chain, in-house printing capabilities and ability to fulfill orders quickly and on an individual basis, Barnes & Noble College will expand its assortment offerings both in store and on its multiple e-commerce platforms.

"Through our close partnerships with more than 740 campuses nationwide, we learned that alumni and fans were seeking a more streamlined athletic-only approach to making athletic and collegiate purchases," said Joel Friedman, Vice President and Chief Merchandising Officer, Barnes & Noble College. "By acquiring Promoversity, we're building upon our localized campus solutions and creating more enjoyable, convenient shopping experiences while also streamlining production on the back end. We know that school spirit runs deep, and this is the newest way Barnes & Noble College is able to offer a huge variety of high-quality, premium merchandise to students, alumni and families online."

Customers will be able to seamlessly shop the large variety of merchandise on bookstore websites and pick up purchases in store or have them conveniently delivered right to their front door. Also at its bookstore locations, Barnes & Noble College will promote Promoversity's web-based platform to allow constituent groups on campus to create and execute custom, scalable fundraising campaigns via the purchase of school products.

Based in Crystal Lake, IL, Promoversity has specialized in creating licensed promotional products for over five years. The company's legal name is RFQ LLC d/b/a Promoversity and it does all business as Promoversity.

About Barnes & Noble Education, Inc.

Barnes & Noble Education, Inc. (NYSE:BNED), one of the largest contract operators of bookstores on college and university campuses across the United States and a leading provider of digital education services, enhances the academic and social purpose of educational institutions. Through its Barnes & Noble College subsidiary, Barnes & Noble Education serves more than 5 million college students and their faculty through its 748 stores on campuses nationwide, delivering essential educational content and tools within a dynamic retail environment. Through its digital platforms LoudCloud and Yuzu[®], Barnes & Noble Education offers an excellent digital reading experience and access to a broad catalog of digital academic relevant titles. Barnes & Noble Education acts as a strategic partner to drive student success; provide value and support to students and faculty; and create loyalty and retention, all while supporting the financial goals of college and university partners.

General information on Barnes & Noble Education, Inc. can be obtained by visiting the Company's corporate website: www.bned.com.

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