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Barnes & Noble Education and Instructure Announce Partnership

Partnership Supports Improved Student Outcomes by Delivering Deep Analytics Insights to Higher Education

BASKING RIDGE, N.J. & SALT LAKE CITY--(BUSINESS WIRE)-- [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, and [Instructure, Inc. \(NYSE:INST\)](#), a leading software-as-a-service (SaaS) technology company and creator of the Canvas learning management system (LMS), today announced a partnership to align and share course and usage data across systems, which will empower higher education institutions to more efficiently and effectively improve student outcomes and retention.

This partnership enables BNED LoudCloud's LoudSight, an innovative learning analytics solution, to be fully integrated with the Canvas LMS, providing higher education institutions with the deep analytical insights that will allow them to use Canvas' platform in a more meaningful way. Together, LoudCloud and Canvas will provide their college and university partners with a more comprehensive view of the student journey, which will enable these institutions to improve student engagement and better support educational needs.

"Canvas has gained tremendous traction in the market over the past few years and we have seen first-hand, on numerous campuses across the country, the positive impact its system has had for both students and advisors," said Kanuj Malhotra, Chief Operating Officer, Digital Education, Barnes & Noble Education. "Canvas' open-source model enables a seamless integration with LoudSight, our learning analytics solution, and our ability to provide real-time insights throughout a student's journey will be invaluable to our mission of driving student success."

"BNED LoudCloud is uniquely positioned to improve student retention and outcomes by providing information and insight into student engagement and performance," said Melissa Loble, Vice President, Platform and Partnerships at Instructure. "We are excited to partner with a company that shares our commitment to delivering innovative technology that makes the educational experience both more successful and affordable, and we are confident that, together, we will provide more efficient and effective solutions for the crucial challenges that higher education institutions face."

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 751 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.

About Instructure

Instructure, Inc. is a leading software-as-a-service (SaaS) technology company that makes software that makes people smarter. With a vision to help maximize the potential of people through technology, Instructure created Canvas and Bridge to enable organizations everywhere to easily develop, deliver and manage engaging face-to-face and online learning experiences. To date, Instructure has connected millions of instructors and learners at more than 2,000 educational institutions and corporations throughout the world. Learn more about Canvas for higher ed and K-12, and Bridge for the corporate market at www.instructure.com.

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

or

Instructure
Shannon Michael, 801-205-6714
Director, Public Relations
smichael@instructure.com

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