

# BARNES & NOBLE

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September 10, 2010

Dear Publisher,

As you know, Barnes & Noble formed a partnership with MetaMetrics® – developer of The Lexile® Framework for Reading – about a year ago. As the de facto standard in the U.S. K-12 education market, Lexile measures are used some way in all 50 states and are cited in the new Common Core State Standards adopted by most states. So far, over 28 million elementary, middle, and high school readers receive Lexile measures each year -- about half of all K-12 readers.

Because of the established reach of Lexile measures, parents and educators were coming into our stores asking if we could help them more easily find children's books using Lexile measures. In response, we added these measures to our BN.com product pages and made this information available through our store booksellers.

In an effort to enhance our offering of books with Lexile measures, we're asking that you please send your books to MetaMetrics for measurement. Barnes & Noble customers often shop with us knowing that Lexile measures are part of children's everyday school curriculums.

Other benefits to having your books receive Lexile measures are:

- Measured books are indexed on the Lexile website – these books link directly to BN.com product pages
- BN.com's Lexile Reading Level Wizard lets shoppers find books easier and quicker on our website
- Enhanced exposure in the school and library market increases educator sales at Barnes & Noble

We think that having books measured by The Lexile Framework for Reading is a worthwhile endeavor, and we hope you do, too. If you have further questions about Lexile measures, please contact Kanista Zuniga, Director of Publisher Relations at MetaMetrics, at [kzuniga@lexile.com](mailto:kzuniga@lexile.com).

Best wishes,



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