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## **Barnes & Noble to Create New Bookstore Experience**

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### BARNES & NOBLE TO CREATE NEW BOOKSTORE EXPERIENCE

**March 2, 2016**

The Lindenwood University system has entered into a partnership with Barnes & Noble College to bring a new bookstore and apparel experience to its campuses in St. Charles, Mo., and Belleville, Ill.

The agreement takes effect April 18.

“Barnes & Noble has had great success running university bookstores across the country,” said Lindenwood University System President Michael Shonrock, Ph.D. “Lindenwood’s Board of Directors is passionate about supporting partnerships that create the best student experience possible.”



Shonrock said the board, which approved the agreement, was enthusiastic about bringing recognizable brands to the two campuses and providing “a new standard for retailing that will promote the quality, richness, and heritage of Lindenwood.”

The selection of Barnes & Noble College will allow the bookstores to offer a variety of affordable choices for course materials, including a robust in-store and online textbook rental program and an extensive selection of new and used books, as well as digital content through its new Yuzu digital platform. The e-commerce site for textbook purchases will be a simple and seamless experience for students, even offering in-store pickup or shipping to any location.

In addition to a variety of cost-saving textbook options, Lindenwood’s new Like No Other brand will shine in an expanded selection of Under Armour apparel and gifts for alumni, friends and family. The bookstores will also carry school supplies and other educational materials, and a selection of snacks and beverages.

Faculty will also gain access to a groundbreaking online community called FacultyEnlight, a streamlined textbook adoption platform that combines advanced search capabilities with detailed information on course material formats, pricing, and reviews by other faculty.

Ryan Guffey, Ph.D., vice president for student development, said when students enroll in courses, they will have a direct link and image on textbooks, providing a “smooth and interactive experience.”

Barnes & Noble will “become a destination for new and current students,” he said, and would “play an important role in new student orientation, game day support and alumni and faculty outreach.”

Lindenwood is one of 29 higher education institutions with which Barnes & Noble College partners in Missouri and Illinois, including Saint Louis University, Park University, Northwestern University, and University of Chicago. Barnes & Noble College partners with 743 campus stores nationwide.

“We’re very excited to partner with Lindenwood University,” said Patrick Maloney, president of Barnes & Noble College. “We look forward to delivering a retail and digital learning experience to the Lindenwood community that will help drive affordability and academic success.”

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