

Exhibit I

Barnes & Noble College (BNC) Response 10/10/2018

Barnes & Noble (BN) Negotiations 10.5.2018

1. Can BN offer a biodegradable or reusable shopping bag option as a replacement for non-biodegradable bags?

Yes

2. Course materials ordered online are purposefully not shipped to the campus post office to avoid impacting a UMW contracted operation. How will BN continue to ensure that the contracted post office resources are not affected by bookstore customer orders?

Should a student choose to have their online order from the bookstore shipped to an on-campus address, BNC will communicate to the student and treat that order as an in-store pick up.

3. Will BN provide a smart locker solution to the University?

Barnes & Noble College has a relationship with a vendor that handles mailrooms, printing, lockers and shipping of parcels. We will explore these offerings with UMW if this is of interest to the University.

4. Please submit a detailed bookstore renovation plan.

Our initial capital investment will focus on reimbursing the University for previous system and fixture investments, purchasing and outfitting a spirit trailer to facilitate remote sales opportunities, and refreshing the existing Bookstore space.

Phase 1:

Our refresh will include both the reallocation of existing fixtures and the purchase of new feature tables and fixtures for emblematic school spirit gifts, clothing and accessories. Our plans also include adding fixtures to support a lifestyle and trend product assortment to include brands such as SakRoots, Vera Bradley, Lily Pulitzer, Hunter, Tom's and other relevant brands while also reinvigorating the convenience food, beverage, and coffee offerings.

We will rebrand the existing retail environment with highly charged UMW themed signage and graphics. We take a deep dive into your photo archives and closely study UMW campus graphics standards, so that the resultant visual environment is a powerful expression of your UMW brand.

Our local and regional management team will rezone/enhance merchandise presentation. Our over-arching goal is to create a warm, dynamic and inviting academic retail environment: giving customers an immediate and intuitive sense of the UMW Campus Store's offerings as soon as they enter the store. The outcome of this "SWAT Team" at management transition will yield an enhanced Campus Store that will:

- **Support your academic mission**
- **Advance your brand**
- **Elevate the level of customer service**
- **Optimize real estate opportunities**
- **Drive your revenue stream**

PHASE 2:

In year 6 of the Contract, we will renovate the Campus Store, after analyzing market trends and shifting demographics and identifying the priorities of our student customers. We are expert listeners and we will first take the time to listen closely to our student customers and UMW campus partners to ensure that the Campus Store Open Remodel envisioned together meets and exceeds everyone's expectations.

We will work collaboratively with key UMW stakeholders to ensure that we meet or exceed all UMW expectations. Our collaborative approach, focused on listening to all stakeholders, consistently yields dynamic campus stores that celebrate our partners' academic missions and reflect their unique cultures and ideals.

STEWARDSHIP:

We are committed stewards of the built environment. We commit to UMW to specify sustainable materials in the campus store's FF&E Scope through our store planner's specification of finishes, in partnership with manufacturers and contractors who address durability, conservation, recycling and sustainability in their materials, manufacturing and installation methods.

UMW BRAND:

Please see the attached idea collage telling the University of Mary Washington story through in-store graphics and signage.

5. Submit a merchandising plan for coordination with Central Park location Barnes & Noble.

The Barnes & Noble location in Central Park is part of a separate company, Barnes & Noble Incorporated. Barnes & Noble College is under Barnes & Noble Education. Both are separate, independent, publicly traded companies. With that said, we will maintain a collaborative relationship with the Central Park Barnes & Noble team to promote visiting authors, literary events and other activities. The bibliography within the UMW Campus Store will be focused on the academics of UMW and what college students are reading.

6. What is the process the contractor will use to honor existing UMW Bookstore gift cards?

We will gladly honor any UMW Bookstore gift cards with a remaining balance and submit an invoice to the University for reimbursement.

7. What is the contractor's plan to utilize iPay, Google Pay, etc?

Our POS system accepts all forms of mobile payment.

8. How will the contractor honor returns of opened Access Codes?

Our refund policy is designed to be flexible and allows the store team great latitude in determining when to offer an exception. We can generally extend a refund for any access code provided it has not been "activated" within the publisher's site.