

B&N Nook sells out, too late for holiday orders

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(AP) -- Consumers who haven't yet ordered Barnes & Noble's electronic book reader, the Nook, won't see one before Christmas.

The earliest that anyone who orders the \$259 device on Friday - or later - will receive it is Jan. 4, 2010, the nation's largest bookseller said Friday.

"While we increased production based on the high consumer interest, we've sold out of our initial nook allotment available for delivery before the holidays," the company said in a statement. Preorders exceeded its expectations, the New York company said.

Customers who had hoped to buy a Nook as Christmas or Hanukkah present can get a certificate to present in lieu of the device.

Barnes and Noble said it is ramping up supply to meet the demand. The company wouldn't say how many Nooks it has sold.

E-readers are expected to be a popular gift this year.

Sony Corp. said Wednesday its \$399 Reader Daily Edition might not arrive in time for Christmas, let alone Hanukkah. But Simba Information analyst Michael Norris said it wasn't clear why.

"Did you make 10 and get orders for 11 or did you make 100,000 and get orders for 110,000?" he said. "I don't know if it's just demand or aggressive message management."

Barnes & Noble shares fell 35 cents to \$21.96 during afternoon trading.

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