



FOR IMMEDIATE RELEASE

Attention: Lifestyle, Entertainment, Book, Gift Guide and Technology Editors

**KOBO ARC NOW AVAILABLE AT INDIGO**

-The Perfect Gift from Canada's One Stop Magical Holiday Shop-

**TORONTO**, November 16<sup>th</sup>, 2012 – Indigo, Canada's largest book, gift and specialty toy retailer announces the arrival of the **Kobo Arc** \$199.99 (16G) and \$249.99 (32G) and \$299.99 (64GB), at Indigo and Chapters stores nationally and online at [indigo.ca](http://indigo.ca).

According to Heather Reisman, Indigo's Chief Executive Officer, "At Indigo we're excited that the Kobo Arc tablet is now in store. The Kobo Arc is an amazing tablet experience at an affordable price—a gift that will delight the whole family. We look forward to the new suite of Kobo devices, the Kobo Arc, Glo and Mini, as well as our beautiful range of colourful accessories to be the "it" gift for the holiday season."

The **Kobo Arc** is a competitively featured Android 4.0 multimedia tablet that provides a new way to discover content - books, movies, TV shows, music, web pages and more. With a Kobo-developed interface called *Tapestries*, Kobo Arc gives consumers an exciting new way to discover content. It's the only tablet that gets to know you, so you get more of what you love. Using an intelligent cross-media recommendations engine, Kobo's unique *Discovery Ribbon* responds to the user's "pinned" content in the Tapestries to recommend related videos, movies, books, webpages and other related content. *The Kobo Arc* makes it easy to discover new personal multimedia recommendations with little effort as the tablet learns what consumers love - and brings them more. The 7" high-definition display delivers crisp, sharp text and with 16-million colours bring photos and videos to life. Front facing speakers with SRS TruMedia sound, a built-in microphone and camera to take photos and connect with friends via Skype™, the Kobo Arc offers up to 10 hours of continuous reading or video play, and 2 weeks on standby. With Google® Play, Kobo Arc users have access to more than 600,000 apps and much-loved apps including Facebook®, Twitter®, Sesame Street, Skype, Rdio®, Zinio® and PressReader® come pre-loaded on the tablet. The Kobo Arc is available in Black and White with Blue and Purple interchangeable SnapBacks and is priced at \$199.99 (16G) and \$249.99 (32G) and \$299.99 (64GB),

**About Indigo Books & Music Inc.**

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book, gift and specialty toy retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit; Chapters; The World's Biggest Bookstore; and Coles. The online channel, [indigo.ca](http://indigo.ca), offers a one-stop online shop with a robust selection of books, toys, home décor, stationery and gifts. In 2004, Indigo founded the Indigo Love of Reading Foundation, a registered charity that provides new books and education materials to high-needs Canadian elementary schools, to address the literacy crisis in Canada. To date the Foundation, as well as the Indigo "Adopt a School" program, have contributed \$13 million, equating to more than a million books, to high-



needs elementary schools across Canada. Visit [loveofreading.org](http://loveofreading.org) for more information. To learn more about Indigo, please visit the Our Company section at [indigo.ca](http://indigo.ca).

**About Kobo.**

Kobo Inc. is one of the world's fastest-growing eReading services offering nearly 3 million eBooks, magazines and newspapers-and counting. Believing that consumers should have the freedom to read any book on any device, Kobo has built an open-standards platform to provide consumers with a choice when reading. Inspired by a "Read Freely" philosophy and a passion for innovation, Kobo has expanded to nearly 190 countries, where millions of consumers have access to localized eBook catalogues and award-winning eReaders, like the Kobo Touch. With top-ranked eReading applications for Apple, BlackBerry, Android, and Windows products, Kobo allows consumers to make eReading social through Facebook Timeline and Reading Life, an industry-first social experience that lets users to earn awards for time spent reading and encouraging others to join in. Headquartered in Toronto and owned by Tokyo-based Rakuten, Kobo eReaders can be found at Indigo, and in major retail chains across the globe. For more information, visit [www.kobo.com](http://www.kobo.com).

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