



## INDIGO ANNOUNCES GRAND OPENING OF AMERICAN GIRL® SPECIALTY BOUTIQUE IN OTTAWA, OCTOBER 11, 2014

---

Toronto, ON (September 23, 2014) – Indigo (TSX: IDG) is delighted to announce the grand opening of an American Girl specialty boutique at Chapters Ottawa on Rideau Street on Saturday, October 11. The launch of the new 1450-square-foot location will mark the third retail location for the iconic brand in Canada, exclusively available at Indigo and Chapters.

Heather Reisman, Indigo Founder and CEO said, “Our customers in Toronto and Vancouver are incredibly supportive of our American Girl Specialty Boutiques. The response has been so fantastic that we’re delighted to now bring the magic of the American Girl experience to Chapters Rideau.”

“We’re thrilled with our successful partnership with Indigo and even more excited to partner on our third location in Ottawa,” said Jean McKenzie, executive vice president of American Girl. “Indigo’s American Girl specialty boutiques do an outstanding job showcasing our brand, and we couldn’t be happier to bring the American Girl experience to even more girls and their families in Canada.”

The curated assortment will include dolls from the **Girl of the Year®**, **My American Girl®**, **BeForever®** and **Bitty Baby®** collections, and will also boast a selection of the company’s popular doll accessories, **Dress Like Your Doll** girl-sized clothing, and a variety of best-selling **American Girl books**.

Indigo’s American Girl specialty boutique will also offer the opportunity for American Girl fans to treat their dolls to a new hairstyle or ear piercing in the **Doll Hair Salon**. Although the boutique nature of the location will not allow for a restaurant or private events, Indigo will announce future child-friendly events and programs to be slated throughout the year.

As well, Indigo is pleased to announce a contest, exclusively for Indigo plum® and irewards® members, who can enter for a chance to attend an American Girl private shopping event for themselves and a guest. For full contest details, rules and regulations please visit [www.indigo.ca/americangirl/contest](http://www.indigo.ca/americangirl/contest).

For further information regarding the grand opening events, FAQ’s and in-store kiosk orders, customers are welcome to visit [www.indigo.ca/americangirl](http://www.indigo.ca/americangirl) and follow #IndigoAmericanGirl on Twitter.



#### ABOUT INDIGO BOOKS & MUSIC INC

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. Indigo is Canada's largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, Coles and the online channel, [www.indigo.ca](http://www.indigo.ca).

#### ABOUT AMERICAN GIRL

American Girl is a premium brand for girls and a wholly owned subsidiary of Mattel, Inc. (NASDAQ:MAT, [www.mattel.com](http://www.mattel.com)), the world's leading toy company. Since its inception in 1986, American Girl has been devoted to celebrating girls ages 3 to 12 through age-appropriate, high-quality dolls and accessories, books, clothes, movies, and unforgettable experiences. Best-selling lines include My American Girl®, Girl of the Year®, Bitty Baby®, and its classic historical characters. Headquartered in Middleton, WI, products are sold exclusively through the company's award-winning catalogue, on [americangirl.com](http://americangirl.com), and in its experiential retail stores. By inspiring girls to be their best, American Girl has earned the loyalty of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or request a free catalogue, call 1-800-845-0005 or visit [www.americangirl.com](http://www.americangirl.com), [www.facebook.com/americangirl](https://www.facebook.com/americangirl), or [www.twitter.com/american\\_girl](https://www.twitter.com/american_girl).

-30-

For images and further information please contact:

Alex Thomson  
Manager, Public Relations  
Indigo  
[athomson@indigo.ca](mailto:athomson@indigo.ca)  
(416) 263-5152

Stephanie Spanos  
Public Relations Manager  
American Girl  
[stephanie.spanos@americangirl.com](mailto:stephanie.spanos@americangirl.com)  
(608) 830-4496