



FOR IMMEDIATE RELEASE:

Attention: Lifestyle, Entertainment, Technology, Gift Guide Editors

## **INDIGO ADDS NEXUS 7 TO TABLET COLLECTION FOR HOLIDAYS**

- Acclaimed Tablet from Google Now Available at Indigo and Chapters –

TORONTO – November 7<sup>th</sup>, 2012– The new [32GB Nexus 7 tablet](#) (\$269.99) now available at Indigo and Chapters stores nationally and online at [indigo.ca](#), is a full-fledged Android™ tablet built by ASUS to offer the best Google experience. The Nexus 7 – a state-of-the-art multi-tasking Android™ tablet – joins the suite of [Kobo eReader devices](#) also available at Indigo including Kobo Glo, Kobo Mini and Wired Magazine’s 2012 Editor’s Pick for Best eReader the Kobo Touch.

“We’re excited to add a premium device like the Nexus 7 to our suite of popular devices,” notes Greg Taylor, Director, Electronics & Entertainment, Indigo Books & Music Inc. “With the Nexus 7 we continue to offer Canadians affordable and sought-after gift ideas in time for the Holidays.”

The Nexus 7 by Google delivers a full Android™ tablet experience where users can read eBooks, play their favourite games, video chat, explore millions of songs, finish a presentation or watch HD content in stunning clarity. With Android™ 4.1 Jelly Bean, the Nexus 7 allows for easy sharing of apps videos, games, contacts and more. Thinner, lighter and more portable than other 7” tablets, the Nexus 7 also delivers up to 9 hours of HD video playback, up to 10 hours of web browsing and up to 10 hours of eReading for multi-taskers on-the-go.

Indigo – the experts who created the global eReading service Kobo – delivers the best in eReaders, tablets and [trend-right accessories](#) in-store and online this Holiday season. Gift seekers looking to match the right device with the gift recipients on their list can receive gift recommendations and device advice when sending queries via Twitter with the hashtag #HoHoHoIndigo. Online shoppers at [indigo.ca](#) can have the Nexus 7 wrapped for free and shipped almost anywhere across Canada for free too.

### **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. Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). 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, The World's Biggest Bookstore, and Coles. The online channel, [www.indigo.ca](#), features books, eBooks, toys, music and DVDs, and hosts the award winning Indigo Online Community.

# Indigo

## Books & Music Inc.

Indigo Books & Music Inc. founded the [Indigo Love of Reading Foundation](#) in 2004 to address the underfunding of public schools, their libraries and the resulting literacy crisis. Every year the Indigo Love of Reading Foundation commits \$1.5 million to high-needs elementary schools so they can rebuild their libraries with the purchase of new books and education resources. The annual Adopt a School program brings Canadian communities together to raise additional funds putting thousands more books into the hands of children at hundreds more elementary schools annually. To date the Indigo Love of Reading Foundation has committed more than \$13 million to more than 500 schools nationally.

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[Janet Eger](#)

Vice President, Public Relations  
Indigo Books & Music Inc.  
416-342-8561

[Lisa Huie](#)

Manager, Public Relations  
Indigo Books & Music Inc.  
416-646-8926