

INDIGO ANNOUNCES GRAND OPENING OF AMERICAN GIRL® SPECIALTY BOUTIQUES IN TORONTO AND VANCOUVER, MAY 3, 2014

Grand Opening Events Announced and VIP Shopping Event Contest Launched

Toronto, ON (April 2, 2014) – Indigo (TSX: IDG) is delighted to announce the grand opening of American Girl specialty boutiques at Indigo Toronto in the Yorkdale Shopping Centre and Chapters Vancouver on Robson Street on Saturday, May 3. The launch of the new 1800-square-foot locations will mark the first international retail presence for the iconic brand.

Heather Reisman, Indigo CEO and Founder said, "Indigo's launch of American Girl reinforces our total commitment to the importance of creative play for kids with one of the most adored and iconic brands in the world. We've loved American Girl for years through their books and now we're delighted to offer a fantastic new experience for kids and their parents in our American Girl specialty boutiques at our Chapters Robson store in Vancouver and Indigo Yorkdale in Toronto."

"We're thrilled to partner with Indigo to bring the American Girl retail concept to girls and their families in Canada," said Jean McKenzie, executive vice president of American Girl. "Our locations at Indigo beautifully showcase our brand and allow us to celebrate with even more girls, while providing them with a fun, engaging way to shop and experience American Girl."

The curated assortment will include dolls from the **Girl of the Year**®, **My American Girl**® 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 boutiques 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 two Canadian locations will not allow for a restaurant or private events, Indigo will announce future child-friendly events and programs to be slated throughout the year.

In celebration of the launch Indigo will give away 2014 Girl of the Year® Isabelle dolls, one in each of its 89 Indigo and Chapters locations across the country, excluding Quebec. Beginning April 15, customers can enter the contest in-stores for their chance to win.



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 at either location. For full contest details, rules and regulations please visit www.indigo.ca/americangirl.

For further information regarding the grand opening events, FAQ's and in-store kiosk orders, customers are welcome to visit 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, The World's Biggest Bookstore, Coles and the online channel, 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), 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, 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, www.facebook.com/americangirl, or www.americangirl, or <a href="https://www.twitter.com/americangirl.

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