



INDIGO ANNOUNCES PLANS FOR SIGNIFICANT REVITALIZATION AND REBRANDING OF SELECTED KEY STORES

Beginning in Summer 2015, some Indigo and Chapters locations in British Columbia, Alberta and Ontario are undergoing transformations:

- *Renovated Chapters stores will be rebranded as Indigo.*
- *Thousands more book titles will be added to the store.*
- *IndigoKids departments will be re-designed and expanded.*
- *New American Girl speciality boutiques to open at **four** locations.*

Toronto, ON (May 11, 2015) – Indigo (TSX: IDG), Canada’s leading purveyor of books, toys, lifestyle, ideas and inspiration, is delighted to announce the renovation and reinvigoration of key store locations across the country beginning in Summer 2015. These locations include Chapters Granville in Vancouver, Indigo Yorkdale and Indigo Toronto Eaton Centre in Toronto, Chapters Chinook Centre and Chapters Dalhousie in Calgary, and Chapters West Edmonton Mall in Edmonton. Renovated Chapters locations will be rebranded to Indigo.

Through the renovations, the book assortment will be bolstered by thousands of additional titles, and retail space allocated to Home Décor, Gift, Paper, Fashion and Gourmet will also increase in size and scope. *IndigoKids* will continue to inspire curiosity and creativity by offering the best in books and toys for children. Customers can look forward to new releases from all the brands kids love, including Lego, Playmobil, Skip Hop and the iconic, ever-popular American Girl.

LOCATIONS:

Locations	What’s New	Scheduled Opening
Indigo Yorkdale 3401 Dufferin Street, #29 Toronto, ON	- Revitalized and renovated store experience. Significant increase in the Book Selection, with the addition of thousands of titles.	June 13, 2015
Chapters Granville 2505 Granville Street Vancouver, BC	- Rebranded as Indigo. - Revitalized and renovated Books and General Merchandise experience. Significant increase in book selection - NEW American Girl boutique.	June 13, 2015
Indigo Toronto Eaton Centre 220 Yonge Street Toronto, ON	- Revitalized and renovated Books and General Merchandise experience. Significant increase in book selection. - NEW American Girl boutique.	July 4, 2015
Chapters West Edmonton Mall 8882-170th Street Edmonton, AB	- Rebranded as Indigo. - Additional 5 500 square feet of revitalized and renovated Book and General Merchandise selection.	Fall 2015



	<ul style="list-style-type: none">- NEW American Girl boutique.	
Chapters Chinook 6455 Macleod Trail, #L1 Calgary, AB	<ul style="list-style-type: none">- Rebranded as Indigo.- Additional 5 500 square feet of revitalized and renovated Book, Indigo Kids and General Merchandise.- NEW American Girl boutique.	Fall 2015
Chapters Dalhousie 5005 Dalhousie Dr NW Calgary, AB	<ul style="list-style-type: none">- Rebranded as Indigo.- Revitalized and renovated Books and General Merchandise experience.- Significant increase in book selection.	Fall 2015

NEW AMERICAN GIRL BOUTIQUES:

Indigo Granville, Indigo Toronto Eaton Centre, Indigo Chinook Centre and Indigo West Edmonton Mall will see the addition of new American Girl specialty boutiques. These 1400-1800 square feet boutiques will showcase a curated assortment of American Girl’s most iconic collections, from Girl of the Year® to My American Girl® and BeForever®. The boutiques will also carry a selection of the company's best-selling doll accessories, Dress Like Your Doll girl-sized clothing, and a variety of inspirational American Girl books.

“Given our strong performance in Canada, we’re excited to partner with Indigo to open additional specialty boutiques,” said Jean McKenzie, president of American Girl. “These new locations will help us celebrate even more girls, and we look forward to creating a fabulous new opportunity for area families to shop and experience American Girl.”

The opening of these new American Girl specialty boutiques will bring the total number of retail locations for the iconic brand up to six stores nationwide. These new stores will join existing American Girl specialty boutiques, located at Indigo Yorkdale and Chapters Rideau. In Canada, American Girl retails exclusively at Chapters and Indigo stores.

To view the American Girl assortment at Indigo and Chapters specialty boutiques, or to order American Girl books and crafts, please visit www.indigo.ca/american girl. Customers can also order items from the American Girl line at in-store kiosks across the country, without paying additional duties or customs.

About Indigo

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, and Coles and online at www.indigo.ca.

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