



THIS NOVEMBER, INDIGO WILL UNVEIL EXPANDED INDIGOKIDS DEPARTMENTS IN CALGARY AND EDMONTON, INCLUDING ALBERTA'S OWN AMERICAN GIRL[®] SPECIALTY BOUTIQUES

Toronto, ON (Nov 2, 2015) – Indigo (TSX: IDG) is delighted to announce the expansion of two key Alberta locations this November. Chapters Chinook Centre in Calgary and Chapters West Edmonton Mall will each increase in size by more than 5,200 square feet. This exciting new expansion will allow for the stores to host some of the biggest IndigoKids departments in the country providing an even wider array of children's books, toys, gifts, games and more. These locations will also be home to the first American Girl[®] specialty boutiques to open in Alberta. The renovated IndigoKids at Chapters Chinook Centre will open on November 7th, 2015, and IndigoKids Chapters West Edmonton Mall will open one week later on November 14th, 2015.

"We're thrilled to launch our enhanced IndigoKids locations in both Calgary and Edmonton just in time for the holiday season," said Lesley Nightingale, Vice President, IndigoKids. "These newly expanded locations offer an incredible assortment of books and toys, as well as the only American Girl[®] Specialty Boutiques in Alberta."

IndigoKids delivers a dynamic retail experience that ignites joy, imagination, and discovery in kids of all ages. In addition to one of the largest selections of children's books in the country, customers will also enjoy toys from all of the brands families know and love like LEGO, Playmobil, Shopkins, Disney and Ty, as well as specialty brands such as American Girl, The Honest Company, Skip Hop, and Melissa and Doug.

The department has easy-to-navigate sections with distinct, clearly marked themes: Books, Baby and Toddler, Make Believe, Get Creative, and Build and Discover. These defined spaces make it easy for kids to find items that cater to their interests.

The **Baby and Toddler** section has items for every stage of early development including books for baby's first library, gifts for newborns, bath time essentials, and toys for preschoolers. The Honest Company is also available at Chapters West Edmonton Mall and Chapters Chinook Centre, bringing affordable and eco-friendly products to Albertan families. The very best in arts and crafts is offered in the **Get Creative** section. Items like craft kits, canvases, jewelry kits, and brands such as Crayola and Playdoh will help spark creativity. The **Make Believe** shop fosters imagination through a focus on pretend play. Kids will find items for dress-up and role play, musical instruments, and toys from brands like Playmobil and Melissa and Doug. Look to the **Build & Discover** section for all things science and construction. Children will also enjoy a dedicated Lego shop-in-shop that will ignite discovery and curiosity in kids of all ages.

Books are arranged by age group, starting with baby's first library up to chapter books. These sections help children select books that are perfectly aligned to their reading level and interests. Square footage devoted to books is increased significantly, allowing even more children to foster a lifelong love of reading.

The design concept of the department features a clean aesthetic with whitewash herringbone floors and white fixtures. The loft-like space will be adorned with signage inspired by Pop Art and comic books to lend playfulness, while deep jewel tones punctuate the space to define areas. Fun, child-friendly fixtures adorn the department, including playhouses and shorter,



easy-to-reach bookshelves. Young children will enjoy playing at the Thomas the Tank Engine table, while parents and children will have space to sit and connect at tables and stools placed throughout the department. These creative seating areas will also serve double duty as meeting spots during IndigoKids events, from story time hour to crafts. Parents and gift givers will also enjoy the free gift wrap stations available at the cash desk.

Chapters Chinook Centre will have its own IndigoKids branded entrance in the mall.

Indigo is also proud to bring American Girl®'s empowering and inspiring message to girls and families in Alberta, by opening the province's first American Girl® specialty boutiques. Once open, these new stores will join the ranks of Indigo Granville in Vancouver, Indigo Toronto Eaton Centre and Indigo Yorkdale in Toronto, and Chapters Rideau in Ottawa, where American Girl® specialty boutiques are already customer favourites, and will bring the total number of American Girl® specialty boutique locations across Canada to six.

The 1350-square foot American Girl® specialty boutiques will be outfitted in American Girl's signature style and colors. Customers will find a curated assortment of American Girl's most iconic collections, including Truly Me™, Girl of the Year®, and BeForever™. The boutique will also carry a wide selection of the company's popular doll accessories, Dress Like Your Doll® girl-sized clothing, and a variety of best-selling American Girl® books.

Doll Hair Salons will also open at each boutique, where American Girl® fans can treat their dolls to a new hairstyle or ear piercing. In addition, child-friendly events and programs will be slated throughout the year.

Customers who are unable to visit an American Girl® specialty boutique are invited to shop the complete collection at any in-store kiosk at Indigo, Chapters and Coles locations across the country, where orders can be shipped directly to a nearby store or their home without paying additional duties or customs. To view the American Girl® assortment available at Indigo and Chapters specialty boutiques, or to order American Girl® books and crafts, please visit: www.indigo.ca/americangirl.

The public is invited to join the grand opening celebrations of the newly expanded IndigoKids and American Girl® specialty boutiques at Chapters Chinook Centre on November 7th at 9am, and with Chapters West Edmonton Mall on November 14th at 10am. Experience the new boutique with entertainment, music, and everything customers love from IndigoKids.

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