



AMERICAN GIRL[®] DOLLS AND ACCESSORIES NOW AVAILABLE ON INDIGO.CA

Toronto, ON (July 4, 2016) – Indigo (TSX: IDG), the exclusive retailer of American Girl in Canada, is delighted to make it easier than ever for fans across the country to purchase the iconic dolls from home with ease. For the first time ever, Indigo’s entire assortment of American Girl dolls and accessories will be available for purchase online at indigo.ca beginning today.

“Since we first started selling American Girl books, Canadian kids and their families have cherished the brand message of empowerment through play,” said Lesley Nightingale, Vice President, IndigoKids. “With seven American Girl specialty boutiques currently open at IndigoKids locations across Canada, we are thrilled to now offer even more Canadians the opportunity to engage with this iconic brand on indigo.ca.”

As the exclusive retailer of American Girl in Canada, Indigo is proud to carry a curated collection of American Girl’s most iconic doll lines, including Truly Me™, Girl of the Year™ and BeForever™. Indigo also carries a wide range of American Girl books, accessories, crafts and Dress Like Your Doll® girl-sized clothing. Customers can now conveniently shop the entire line of American Girl products at indigo.ca where they will enjoy every-day free shipping to their local store, as well as free shipping on orders of \$25 or more.

Indigo has seven American Girl specialty boutiques across the country including Indigo CF Toronto Eaton Centre, Indigo CF Sherway Gardens, and Indigo Yorkdale in Toronto, Indigo Granville in Vancouver, Chapters Rideau in Ottawa, Chapters West Edmonton Mall in Edmonton, and Chapters Chinook in Calgary. Items from the American Girl line can still be ordered through any Chapters and Indigo in-store kiosk across the country, without paying additional duties or customs.

To view the American Girl assortment available at Indigo please visit www.indigo.ca/american girl.

To more information please contact:

Kate Gregory
Manager, Public Relations
Indigo
kgregory@indigo.ca
(416) 364-4499 ext 6659