



INDIGO ANNOUNCES THE TOP 10 KIDS' BOOKS AND TOYS OF THE 2016 HOLIDAY SEASON

Make it merry for every kid on your holiday list with the most in-demand books and toys – all available at Indigo and indigo.ca, at fantastic prices.

Toronto, ON (September 30, 2016) – Indigo (TSX: IDG), the world's first cultural department store, is pleased to present the top 10 must-have books and toys of the 2016 holiday season. To help early-bird shoppers cut through the clutter and plan their holiday lists, Indigo's team of in-house experts has identified the most covetable gifts that kids want most. Indigo has made its list – and checked it twice – so Canadians from coast-to-coast can enjoy a joyful and seamless shopping experience, in-store at IndigoKids and online at indigo.ca.

“As Canada's holiday headquarters, there's something for everyone at IndigoKids,” said Lesley Nightingale, Vice President, IndigoKids. “Our goal during the holiday season is to make it easy for families to check every item off their list, no matter who they're shopping for. Kids can walk through our stores and find every item on their holiday wishlist, while parents can look forward to best-in-class pricing and stress-reducing services.”

Every item on Indigo's list of the top 10 books and toys for the 2016 holiday season is guaranteed to please its intended recipient, or gifts can be returned for a full money-back refund. Gift-givers can always look forward to the following perks and convenient services, available year-round at Indigo:

- **Free Shipping:** Enjoy free shipping to any store and on all orders over \$25 at indigo.ca
- **Free Gift Wrap:** Enjoy complimentary wrapping for all kids' gifts in-store
- **Hassle-Free Returns:** As easy as 1-2-3!
- **Personal Advice:** Tweet #AskIndigo to connect with gifting experts
- **Amazing Selection:** 1000's more books and toys available at indigokids.ca
- **Be Rewarded:** Enjoy bonus points offers, personalized recommendations and more with plum® rewards. Join today or log in at indigo.ca/plumrewards

Find gifts every kid on your holiday list will love with the Top 10 Books and Top 10 Toys at IndigoKids:

TOP 10 BOOKS: As Canada's biggest bookstore, Indigo believes books make the very best gifts. Ignite the power of imagination and inspiration in every child on your list, and feel great by giving the gift of reading this holiday season.

[Fantastic Beasts and Where to Find Them: The Original Screenplay by J.K. Rowling](#) - Available November 18. Recommended for ages 8+.

Whether an existing fan or new to the wizarding world, J.K. Rowling's screenwriting debut is a perfect addition to the bookshelf of any film buff or booklover.

[The Darkest Dark by Chris Hadfield \(Heather's Pick\)](#) - Available now! Recommended for ages 3+. Inspired by the childhood of real-life astronaut Chris Hadfield and brought to life by Terry and Eric Fan's lush, evocative illustrations, *The Darkest Dark* will encourage young readers to dream the impossible.

[**Diary of a Wimpy Kid #11: Double Down by Jeff Kinney**](#) - Available November 1. Recommended for ages 8+.

This hotly anticipated illustrated novel in the hugely popular series will please any kid ages 8 and up. Look forward to mischief and misadventure, with lots of laughs along the way.

[**Ghosts by Raina Telgemeier**](#) - Available now! Recommended for ages 9+.

Award winning graphic novelist Raina Telgemeier is back with a stunningly illustrated new release. Follow the story of Catrina and her family as they move across the country, and discover ghosts in their new town.

[**365 Things to do with LEGO Bricks by Simon Hugo**](#) – Available October 4. Recommended for ages 6+.

This interactive book features imaginative play and building ideas, including LEGO projects that will keep kids occupied for hours.

[**The Crayons' Book of Colors by Drew Dewalt, illustrated by Oliver Jeffers**](#) – Available October 18.

Recommended for ages 0+.

The crayons are back and brighter than ever! Get drawn in to the third book in Drew Dewalt's New York Times-bestselling series, brilliantly illustrated by Oliver Jeffers.

[**Magnus Chase and the Gods of Asgard #2: The Hammer of Thor by Rick Riordan**](#) – Available October 4. Recommended for ages 8+.

The second installment in Rick Riordan's best-selling *Magnus Chase* series! This spellbinding book is a must-read for fans of fantasy, YA lit and Greek mythology.

[**Canada Year by Year by Elizabeth Macleod \(Heather's Pick\)**](#) – Available October 4. Recommended for ages 6+.

With Canada's 150th anniversary coming up this July, there's no better time to share Canada's story. This new book by Canadian author Elizabeth Macleod introduces kids to Canada's history with gorgeous illustrations by Sydney Smith.

[**The Hockey Song by Stompin' Tom Connors \(Heather's Pick\)**](#) – Available now! Recommended for ages 2+.

The most iconic song ever written about the game of hockey comes to life in this stunning picture book, illustrated by Governor General's Award-winning artist and cartoonist Gary Clement.

[**The Princess in Black Takes a Vacation by Shannon Hale and Dean Hale**](#) – Available Nov 8.

Recommended for ages 6+.

The newest book in this bestselling series is sure to get the whole family laughing. After battling monsters all night, a sleepy Princess in Black decides that she needs a vacation. But just as she is about to take a nap, she hears a monster!

TOP 10 TOYS: Look to Indigo's list for the greatest toys and games that are guaranteed to delight kids of every age, all at amazing prices.

[**Pie Face Minions \(Indigo Exclusive\)**](#)- Available September 30. Recommended for ages 5+.

Ideal for family fun, Pie Face Minions combines the irresistibly silly Pie Face with everyone's favourite characters, Minions!

[Meccano Micronoid](#) - Available September 30. Recommended for ages 10+.

Calling all engineers! Kids can program their own Micronoid to run, walk, dance and even smash through obstacles. Plus, this micronoid fits in your palm.

[LEGO Fun in the Park – City People Pack](#) - Available now! Recommended for ages 5+.

The LEGO City People Pack is the perfect way to bring imagination to life. This set includes a number of unique LEGO characters – including a baby, a hot dog stand and a bicycle.

[SelfieMic](#) - Available now! Recommended for ages 8+.

This is the perfect gift for any aspiring star! Sing like a pro, create personal music videos and become a star with SelfieMic! The SelfieMic features an adjustable selfie stick with working microphone, ear piece and free app to download clips.

[Sago Mini Portable Playset: Jinja's House](#) – Available now! Recommended for ages 3+.

Little kids with big imaginations will love this gorgeous and portable playhouse, which folds up to store everything inside for easy transport. It's never been easier to have fun on the go!

[Paw Patrol Lookout Track Tower](#) – Available now! Recommended for ages 3+.

This holiday, Paw Patrol is back and bigger than ever! Experience the fun of a true Paw Patrol rescue mission with the Launching Tower, featuring Rubble Dump Truck and Ryder Racer vehicles!

[Kids Made Modern Smarts and Crafts Case \(Indigo Exclusive\)](#) – Available now! Recommended for ages 6+.

A craft master's dream! Each sturdy carrying case is chock-full of 1000+ craft classics like pipe cleaners, felt, sequins, pom poms, glue and much more!

[Furreal Friends Torch – My Blazin' Dragon](#) – Available now! Recommended for ages 4+.

Kids can get carried away into a world of fantasy pet fun with Torch, My Blazin' Dragon. Take care of him and discover what exciting things this fantastical pet can do!

[Crossover Ski Jr. Red \(Indigo Exclusive\)](#)– Available now! Recommended for ages 2+.

Kids can expect year-round fun with the Crossover Ski Jr, which is designed with safety and durability in mind. Play with this on pavement in the summer and snow in the winter!

[Hatchimals](#) – Available October 7. Recommended for ages 5+.

This top secret toy has an interactive magical creature inside an egg! Who's inside? It's a surprise! Look forward to more details on launch day.

About Indigo Books & Music Inc.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book, gift and specialty toy retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; Indigospirit; Chapters; and Coles. The online channel, indigo.ca, offers a one-stop online shop with a robust selection of books, toys, home décor, stationery, and gifts.

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