



Attention: Lifestyle, Entertainment, Book Editors

### **Indigo Announces the Booklover's Best of the Decade**

*- Canadian Book Buying Team Compiles List of Books that Made a Difference -*

TORONTO – December 29, 2009 – Indigo Books & Music Inc. reveals the 75 books that most impacted booklovers during the past ten years in the Canadian retailer's first Best of the Decade List. Compiled, considered and debated by the dedicated team of Indigo book buyers who have read, reviewed, recommended and bought a staggering number of books since 2000, the Indigo Best of the Decade List is neither a selection of personal favourites nor a spotlight on overlooked hidden gems. Indigo's listing of the new millennium's best books so far is driven by their impact and their popularity, the top titles from more than 140,000 titles that were sold in 2009 alone; books that motivated Canadians to read, to talk and to think about life and the world around them. A separate, yet related survey<sup>1</sup> of Canadian booklovers also revealed that several titles on the Indigo Best of the Decade List have been embraced by the bookseller's customers as "life-changing." Booklovers can comment on the Indigo Best of the Decade List at Indigo's [Online Community](#).

On the Indigo Best of the Decade fiction list, the decade's best fiction told heart-wrenching stories, followed strong female characters like Lawrence Hill's Aminata Diallo, and harnessed the power of prize winning to heighten the success of bestsellers like Yann Martel's *The Life of Pi*. Both Hill's [historical fiction](#) and Martel's [modern fable](#) landed on the top ten list of books that most changed the lives of Canadian booklovers.

The journeys and voices that shape the Indigo Best of the Decade biography list are comic, magical, breathtaking, wise, heartbreaking and moving. From Azar Nafisi's inspirational [Reading Lolita in Tehran](#) and Barack Obama's rich and rewarding *Dreams of My Father* to Jeannette Walls' unforgettable *Glass Castle* and Elizabeth Gilbert's resonant memoir [Eat Pray Love](#), Indigo's list of memorable life stories are tales of survival and discovery.

[Naomi Klein's thesis](#) on the social impact of branding and Malcolm [Gladwell's ground breaking bestseller](#) on the spread of ideas both celebrate their 10<sup>th</sup> anniversaries, and kick off the Indigo Best of the Decade non-fiction list. With the Bible topping the "life-changing" list of books for Indigo customers, it's no surprise that the Indigo Best of the Decade non-fiction list is punctuated by titles that provoked emblematic discussions of faith. The non-fiction list also sees several investigations into the food we eat, and food actually spawns its own category on the bookseller's List with a compilation of Best of the Decade cookbooks that have become collectibles and coffee table display pieces.

Young adult fiction flourished through the past decade with Indigo and Chapters seeing 200% growth through the latter five years. As expected, J.K. Rowling's [Harry Potter](#) and Stephenie Meyer's [Twilight](#) saga top the Indigo Best of the Decade List for young readers.

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<sup>1</sup> Indigo Books & Music Inc. Voices Panel survey, October 2009

## Indigo Best of the Decade 2000-2009

### Fiction

*The Corrections*, Johnathan Franzen, 2001  
*The Life Of Pi*, Yann Martel, 2002  
*The Lovely Bones*, Alice Sebold, 2002  
*The Kite Runner*, Khaled Hosseini, 2003  
*The Time Traveller's Wife*, Audrey Niffenegger, 2003  
*The Curious Incident of The Dog In The Nighttime*, Mark Haddon, 2003  
*Shadow Of The Wind*, Carlos Ruiz Zafon, 2004  
*Runaway*, Alice Munro, 2004  
*The Birth House*, Ami McKay, 2006  
*The Road*, Cormac McCarthy, 2006  
*The Book Of Negroes*, Lawrence Hill, 2007

### Biographies

*Lucky*, Alice Sebold, 1999  
*Reading Lolita In Tehran*, Azar Nafisi, 2003  
*Scar Tissue*, Anthony Kiedis, 2004  
*Dreams Of My Father*, Barack Obama, 2004  
*The Glass Castle*, Jeannette Walls, 2005  
*The Know It All*, A.J. Jacobs, 2005  
*Tender Bar*, J.R. Moehringer, 2005  
*Eat Pray Love*, Elizabeth Gilbert, 2006  
*A Long Way Gone*, Ishmael Beah, 2007  
*Infidel*, Ayaan Hirsi Ali, 2007  
*Beautiful Boy*, David Sheff, 2007  
*Somewhere Towards the End*, Diana Athill, 2009

### Non-Fiction

*The Tipping Point*, Malcolm Gladwell, 2000  
*No Logo*, Naomi Klein, 2000  
*Kitchen Confidential*, Anthony Bourdain, 2000  
*Paris 1919*, Margaret Macmillan, 2001  
*Fast Food Nation*, Eric Schlosser, 2001  
*The Power Of Now*, Eckhart Tolle, 2001  
*Salt: A World History*, Mark Kurlansky, 2002  
*Moneyball*, Michael Lewis, 2003  
*Shake Hands With The Devil*, Romeo Dallaire, 2003  
*1,000 Places to See Before You Die*, Patricia Schultz, 2003  
*A Short History of Progress*, Ronald Wright, 2004  
*Long Way Round*, Ewan McGregor, 2004  
*Marley & Me*, John Grogan, 2005  
*Freakonomics*, Steven Levitt, Stephen Dubner, 2005  
*The World Is Flat*, Thomas L. Friedman, 2005  
*Team Of Rivals*, Doris Kearns Goodwin, 2005  
*Collapse*, Jared Diamond, 2005  
*The Audacity Of Hope*, Barack Obama, 2006  
*The Looming Tower*, Lawrence Wright, 2006  
*God Delusion*, Richard Dawkins, 2006

*Three Cups Of Tea*, Greg Mortenson, 2006  
*The Omnivores Dilemma*, Michael Pollan, 2006  
*Inconvenient Truth*, Al Gore, 2006  
*The Secret*, Rhonda Byrne, 2006  
*The Black Swan*, Nassim Nicholas Taleb, 2007  
*Made To Stick*, Chip Heath, 2007  
*God Is Not Great*, Christopher Hitchens, 2007  
*Stuff Of Thought*, Steven Pinker, 2007  
*100 Mile Diet*, Alisa Smith, 2007  
*Ascent Of Money*, Niall Ferguson, 2008  
*Payback*, Margaret Atwood, 2008  
*In Defense Of Food*, Michael Pollan, 2008  
*The Last Lecture*, Randy Pausch, 2008

### Cookbooks

*Eat Shrink Be Merry*, Janet & Greta Podleski  
*Barefoot Contessa: Back to Basics*, Ina Garten  
*Everyday Italian*, Giada de Laurentis  
*Cook With Jamie*, Jamie Oliver  
*Vijs*, Vij Vikram  
*Molto Italiano*, Mario Batali  
*Eat Clean Diet Cookbook*, Tosca Reno  
*Gordon Ramsay's Healthy Appetite*, Gordon Ramsay  
*Everyday Food*, Martha Stewart  
*Complete Canadian Living Baking*, Elizabeth Baird  
*Red White Drunk All Over*, Natalie McLean  
*The Silver Spoon*  
*French Laundry*, Thomas Keller  
*Food Matters*, Mark Bittman  
*Feast*, Nigella Lawson  
*Hello Cupcake*, Karen Tack  
*Billionaires Vinegar*, Ben Wallace  
*Botany of Desire*, Michael Pollan  
*Heat*, Bill Buford

### Young Adult Fiction

*Harry Potter and the Deathly Hallows*, J.K. Rowling, 2007  
*Twilight*, Stephenie Meyer, 2005  
*The Amber Spyglass*, 2000  
*Eragon*, Christopher Paolini, 2003  
*Diary of A Wimpy Kid*, Jeff Kinney, 2007  
*Angus, Thongs, and Full-Frontal Snogging*, 2000  
*A Series of Unfortunate Events: The Bad Beginning*, 1999  
*Bone: Out From Boneville*, 2005  
*The Book Thief*, 2005  
*The Tale of Despereaux*, 2003

**Booklovers' Top Ten "Life-changing" Books**

***The Bible***

***To Kill A Mockingbird***, Harper Lee, 1960

***Tuesdays with Morrie***, Mitch Albom, 1997

***Anne of Green Gables***, Lucy Maud Montgomery, 1908

***The Kite Runner***, Khaled Hosseini, 2003

***The Alchemist***, Paul Coelho, 1988

***The Book of Negroes***, Lawrence Hill, 2007

***Harry Potter***, J.K. Rowling, 1997

***The Lord of the Rings***, J.R.R. Tolkien, 1954

***Life of Pi***, Yann Martel, 2002

**About Indigo Books & Music Inc.**

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX:IDG). As the largest book retailer in the country, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Life; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles. The online division, [www.chapters.indigo.ca](http://www.chapters.indigo.ca), features books, toys, music and DVDs, and hosts the award winning Indigo Online Community. In 2008, Indigo launched Pistachio, an eco-aware lifestyle store featuring stationery, gifts and home décor, and apothecary.

Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have occupied the list since 2000.

In 2004, Indigo founded the Indigo Love of Reading Foundation, a registered charity that provides new books and education materials to high-needs Canadian elementary schools, to address the literacy crisis in Canada. Visit [loveofreading.org](http://loveofreading.org) for more information.

To learn more about Indigo, please visit the About Our Company section of [www.chapters.indigo.ca](http://www.chapters.indigo.ca).

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