



FOR IMMEDIATE RELEASE

Attention: Lifestyle, Entertainment, Book Editors

**INDIGO AND CHAPTERS LAUNCH TWILIGHT DVD WITH MOVIE NIGHT AT SELECT STORES
- Canadian Twilight Headquarters Hosts Midnight DVD Release Events Nationally -**

TORONTO - February 19, 2009 - Followers of Stephenie Meyer's [Twilight Saga](#) flocked to the theatres when Kristen Stewart and Robert Pattison hit the big screen in December 2008 as Bella and Edward. Now fans can own the DVD or Blu Ray edition of the movie when the fully loaded two-disk [Twilight DVD](#) officially goes on sale at 12:01 am on March 21st, 2009. Pre-orders of the Twilight DVD are **now** being accepted in-store at Indigo, Chapters, Coles and online at [chapters.indigo.ca](#).

"Fans of Stephenie Meyer's Twilight series will want to own this special edition because it includes a detailed seven-part documentary offering the ultimate insider's look at how *Twilight* was created from book to script to screen," says Trevor Dayton, VP Kids and Entertainment, Indigo Books & Music Inc. The special edition two-disc Twilight DVD will be exclusively priced for Indigo customers at only \$23.99 through opening weekend* when fans of the series can take home the ultimate Twilight collectible.

To mark the occasion, Canada's Twilight Headquarters will host "[Twilight Movie Night](#)" starting at 9pm on Friday, March 20th, 2009 at select Indigo and Chapters stores nationally and will feature:

- in-store screenings of the movie
- trivia games, contests and prizes
- free refreshments

"We're pleased to host another memorable Twilight-themed celebration that encourages teen booklovers to share their passion for the series with fellow fans," continued Dayton. The Twilight series has become an international phenomenon and Canadian "Twilighters" have embraced each new book launch in the series with increasing fervor. Stephenie Meyer was greeted by more than 2,000 fans when she made an appearance at Indigo Manulife in Toronto following the release of *Eclipse* in 2007, and thousands more converged at Midnight Masquerade parties across the country to celebrate the release of *Breaking Dawn* in 2008.

* Twilight DVD pre-order and launch price of CDN \$23.99 will be honoured until March 21st, 2009 only at Indigo, Chapters, Coles and online at [www.chapters.indigo.ca](#).

Indigo

Books & Music Inc.

Indigo continues to be Canada's Twilight destination offering unique experiences to connect with like-minded fans in-store at Indigo and Chapters and online at Indigo's [Online Community](#).

Events begin at 9PM at each of the participating Twilight Movie Night stores:

Eastern Canada

- Chapters St. John's, St. John's, NF
- Chapters Bayer's Lake Power Centre, Halifax, NS

Central Canada

- Chapters Pointe Claire, Pointe-Claire, QC
- Chapters Gloucester, Ottawa, ON
- Chapters Kanata Centrum, Ottawa, ON
- Chapters Oshawa Shopping Centre, Oshawa, ON
- Indigo Yorkdale, Toronto, ON
- Chapters Square One, Mississauga, ON
- Chapters Stone Road Mall, Guelph, ON

Western Canada

- Chapters St. Vital Centre, Winnipeg, MB
- Chapters Spectrum Shopping Centre, Calgary, AB
- Chapters West Edmonton Mall, Edmonton, AB
- Chapters Granville, Vancouver, BC

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, 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 for more information.

To learn more about Indigo, please visit the About Our Company section of www.chapters.indigo.ca.

- 30 -

Janet Eger

Director, Public Relations
Indigo Books & Music Inc.
416-342-8561

Lisa Huie

Manager, Public Relations
Indigo Books & Music Inc.
416-646-8926