



FOR IMMEDIATE RELEASE

Attention: Lifestyle, Retail, Online, Technology Editors

Indigo Simplifies Holiday Shopping with New Website Additions and Deals on the Go
- Holiday Gift Selector and Addition of Online Debit Card Payment Streamline Experience-

TORONTO - November 30, 2009 - This Holiday season, Indigo Books & Music Inc. is helping consumers find incredibly great gifts at incredibly great prices. Last year almost 8 million gift seekers shopped at chapters.indigo.ca through the busy holiday shopping season, now Indigo makes it fast and easy to find the perfect gift from more than a million books, toys, games and DVDs available at Canada's online bookstore. New additions to the popular website include improved navigation to streamline the shopping experience, [easy to find deals](#) and expanded payment options to ensure simple solutions that help customers stretch their gift buying budget. Canadians are high users of debit, and one in ten Indigo Online shoppers are now choosing the secure and reliable Interac Online payment option when they buy at chapters.indigo.ca. To further enhance the site's experience, a dynamic new [Gift Selector](#) helps customers find the perfect Indigo gift online based on personality and interests. Best yet, shipping is always free on orders of \$39 or more.

Good Looking and Smart Too

In response to customer feedback and online shopper behaviour, the new look at chapters.indigo.ca brings the consumer "search" function to the forefront. With a clean, contemporary [masthead](#), popular destinations like [Heather's Picks](#), [Bestsellers](#) and [Deals](#) are easier for booklovers and gift seekers to find, while dropdown navigation menus better showcase an expanded assortment of books, toys, DVDs, gift cards and more. Enhanced shopping bag functionality allows shoppers to:

- o add items without leaving the page they're browsing
- o receive recommendations based on what's in their bag
- o keep track of what's in their bag and how much they've spent
- o drag and drop items in their virtual shopping bag

After filling a virtual shopping bag with [Twinkle Tiaras](#) for the little princess, [Perplexus](#) for the puzzle master, and a few must-have bestsellers for the big reader, holiday shoppers can ship for free and pay for their purchases directly from their bank account with Interac Online.

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Deals on the Go

To provide easy access to savings, great deals like [everyday bestseller](#) discounts offering booklovers up to 50% off and the week's "Top 50 Bargains" are grouped together in the new masthead's "Deal Zone" tab. The Indigo "Swipe it Twice" promotional gift card also ships with every online order giving shoppers the opportunity to win up to \$5,000 when they shop and use the promotional gift card in store at Indigo and Chapters stores nationally. Customers who subscribe to the [Indigo email database](#) and receive emails on their mobile phone, can also access mobile coupons from these emails to receive deals on the go. Now through to the end of December, shoppers can show their mobile coupon in store at Indigo and Chapters to receive additional savings.

Find. Shop. Relax.

The Indigo Gift Selector wraps up finding the best buys for everyone on the holiday shopping list in one smart, stylish, easy-to-use package. Online at [giftselector.chapters.indigo.ca](#) gift seekers can browse the personas to discover recommendations best suited for the characters on their own gift list. The Indigo Gift Selector builds a gift list for easy in-store shopping or loads an online shopping bag to make online holiday shopping entertaining, quick and easy.

For the ultimate do-it-yourself gift that's sure to please the technologically savvy booklover, thoughtful gift-givers can access the Indigo digital service at [shortcovers.com](#) to load their loved one's Blackberry, iPhone or Sony e-Reader with a new or classic e-book from among thousands of available e-book titles. Launched in March 2009, Indigo's Shortcovers service is dedicated to providing digital content to anyone who wants the convenience of reading their favorite books anytime, anywhere, on the mobile device they already own.

Canada's online bookstore continues to deliver smart solutions for holiday shoppers to find affordable and thoughtful gifts for everyone on their list wherever and whenever they choose to shop.

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.

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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 -

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