



SEE THE WRITING ON THE WALL – CANADIAN SCHOOLS IN NEED OF LITERARY AID

Indigo Love of Reading Foundation launches telling documentary

Toronto, ON – September 19, 2007 – *Writing on the Wall*, a telling documentary launched by the Indigo Love of Reading Foundation, shines a spotlight on the state of literacy in Canadian schools. The documentary aims to inspire individuals and governments to take action and help make a difference by ensuring schools are equipped with the resources they need to improve literacy and ensure student success.

With almost half of Canadians experiencing difficulty with day-to-day reading tasks, *Writing on the Wall* carries an important message everyone should hear.

- A one per cent increase in literacy can add more than \$18 billion to the Canadian economyⁱ
- Eighty per cent of people who end up in jail are functionally illiterateⁱⁱ
- Almost half of all Canadians have trouble with day-to-day reading tasksⁱⁱⁱ

"Early literacy is the basis of self-esteem and the essential foundation for well being and future success," said Heather Reisman, Indigo Books & Music Inc. CEO and Indigo Love of Reading Foundation President. "We need to ensure that school classrooms and libraries are richly stocked with the reading materials so necessary to stimulate and inspire our children. And what we know is that children naturally love to read."

With the support of 7,000 employees and millions of customers, The Indigo Love of Reading Foundation has been helping to raise the literacy standards in Canadian schools since its inception in 2004. To date, more than \$4.5 million has been committed to 30 high-need elementary schools across the country with one common goal; to inspire a life-long love of reading in their young charges.

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"Libraries in schools across the country, in every province, have slowly deteriorated over the last thirty years. They have simply not received the support or funding necessary for books or librarians," added Reisman.

All Canadians will have the opportunity to view *Writing on the Wall* online at www.loveofreading.org. Through the Indigo Love of Reading Foundation and *Writing on the Wall*, Indigo hopes to continue inspiring individuals and local governments across the country to take action and make a difference in the future of our children and our society.

"We intend to take the results of our work and research to all the Premiers in this country and we hope each will step up to the challenge of making a high level of early literacy a priority," said Reisman.

How You Can Help

In addition to the company's contribution, the Indigo Love of Reading Foundation is supported year-round by the generosity of Indigo customers and employees through a variety of initiatives including donations in-store at Chapters, Indigo and Coles, and online at www.loveofreading.org, the purchase of designated fundraising items, and the sale of Giftcard carriers. For more information, visit www.loveofreading.org

About Indigo Books & Music Inc.

Indigo is a Canadian company and the largest book retailer in Canada, operating bookstores in all provinces under the names Indigo Books Music & More, Chapters, The World's Biggest Bookstore and Coles. Indigo operates chapters.indigo.ca, an online retailer of books, music, videos, and DVDs. It is a publicly traded company listed on the Toronto Stock Exchange under the stock symbol IDG.

For the second year running, the Company qualified as one of Canada's Top 100 Employers in 2006 in a survey run by Mediacorp Canada. To learn more about Indigo, please visit the About Our Company section of chapters.indigo.ca.

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See backgrounder for more information. If you are interested in coordinating an interview with an Indigo representative, please contact:

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ⁱ Source: Stats Canada study June 22, 2004 (Coulombe & Tremblay and Marchand, Department of Economics, University of Ottawa)

ⁱⁱ Source: Dr. Ann Curry report on Canadian Federal Prison Libraries 2003 Page 26 / Correction Service Canada, Education and Employment Programs Jan 28, 2003

ⁱⁱⁱ Statistics Canada International Adult Literacy and Skills Survey/IALS, 2003