



Books & Music Inc.

INDIGO BRINGS DESIGN TO THE DESK WITH COLOURFUL *WORKSTYLE* BRAND, POPPIN

New York-Based Brand Poppin Launches Exclusively at Indigo Books & Music



Toronto, ON (July 25, 2013) – Indigo Books & Music Inc (TSX: IDG), Canada’s largest purveyor of ideas and inspiration is pleased to announce the exclusive Canadian retail launch of *Poppin*, a colourful New York-based office supply brand. Poppin products are available in-stores across Canada and online at www.indigo.ca/poppin. Previously only available in the US, Indigo is the first international retailer of Poppin products.

Poppin launched in the US in September 2012 with a distinctive collection of chic yet affordable *workstyle* products. Established with the unique mission to provide people with everything they need to work happy, Poppin intends to become the first company that makes buying, using and thinking about office products an extraordinary experience.

“I loved Poppin the moment I saw it – the design, the colour, the brand philosophy,” said Heather Reisman, CEO Indigo Books & Music. “Poppin is perfect for combatting dull desk tops, whether at home or in the office.”

The [Poppin Office Supplies](#) collection at Indigo is comprised of over 90 unique products with items from the writing, paper, desktop, and furniture categories. In Indigo stores each item is available in 5 distinct colours, while online Indigo will offer items in 10 different colours.

“Poppin is excited to announce Indigo as our first international retail partner,” explained Randy Nicolau, Poppin CEO. “As Canada’s largest lifestyle retailer, Indigo stores are the perfect place to introduce our brand to the Canadian public.”

Poppin will launch across Canada at 97 Indigo and Chapters locations, and online at indigo.ca starting July 15, 2013.

About Indigo Books & Music Inc.

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. Indigo is Canada's largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles and online at www.indigo.ca.

Indigo Books & Music Inc. founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public schools, their libraries and the resulting literacy crisis. Every year the Indigo Love of Reading Foundation commits \$1.5 million to high-needs elementary schools so they can rebuild their libraries with the purchase of new books and education resources. The annual Adopt a School program brings Canadian communities together to raise additional funds putting thousands more books into the hands of children at hundreds more elementary schools annually. To date the Indigo Love of Reading Foundation has committed more than \$13.5 million to more than 150 schools nationally.

About Poppin

Poppin, Inc, is an innovative online retailer offering a distinctive collection of chic yet affordable workstyle products and an engaging shopping experience. Established with the unique mission to provide people with everything they need to work happy, Poppin intends to become the first company that makes buying, using, looking at, and thinking about office products an extraordinary experience. The company is privately held and financed by J. Christopher Burch, Shasta Ventures, First Round Capital, TrilogyGrowth and a group of angel investors, including David Tisch.

All Poppin products can be found at poppin.com, while fans and friends can follow the brand at facebook.com/poppin and twitter.com/poppin.

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