



## **IDG, WWF Changes**

May 14, 2010

### ***Indigo Donates Bag Fee Proceeds to WWF-Canada***

**Toronto, ON – May 25, 2010** – Indigo Books & Music Inc. is pleased to announce the roll out of its national plastic bag reduction program in all its stores across Canada. Starting June 21<sup>st</sup>, 2010 Indigo will introduce a nominal 5-cent charge for a plastic bag, with the goal to reduce the use of plastic bags in their stores nationally and help reduce waste.

Indigo will not profit from the sale of the bags. To ensure that the fees collected are put towards positive environmental action, Indigo will donate partial proceeds from the plastic bag fees to World Wildlife Fund Canada (WWF-Canada) to support conservation initiatives including work in the Mackenzie River Basin. The Mackenzie River Basin is a rich watershed located in northern Canada that covers almost a fifth of the country and contains 20 per cent of Canada's boreal forest - the world's largest intact forest. "As Canada's leading book retailer, we are conscious of our environmental footprint and committed to conservation and reducing paper consumption both within our own company and throughout the book publishing industry," said Joel Silver, President, Indigo Books & Music Inc. "The national roll out of our bag fee program and partnership with WWF-Canada are logical extensions of our sustainability strategy and an ideal allocation of these funds."

Since the implementation of the City of Toronto packaging bylaw and the resulting plastic bag fees on June 1, 2009, Indigo saw a 78 per cent reduction in the number of customers who took a plastic bag in 20 Indigo, Chapters and Coles locations across the city. The new bag-fee campaign means that plastic bags that were previously provided at no cost to customers in stores across Canada will now only be available upon request and for a fee of \$0.05 each.

"We are excited to work with Indigo to help their customers reduce their environmental impact," said Gerald Butts, President and CEO, WWF-Canada. "In addition, Indigo's financial contribution will support WWF-Canada's conservation efforts in the Mackenzie River Basin - a critical area for Canadian wildlife, freshwater and forests."

Indigo customers will have the opportunity to make an even greater difference through in-store activities. WWF-Canada adoption kits will be available at all Indigo locations along with a selection of environmental titles recommended by WWF for added eco-inspiration.

#### **About WWF-Canada**

WWF-Canada (World Wildlife Fund Canada) is a member of WWF, one of the world's largest independent conservation organizations, active in more than 100 countries. WWF is creating solutions to the most serious conservation challenges facing our planet, helping people and nature to thrive. In Canada, we create solutions to conservation issues important to Canadians

and the world. WWF-Canada works collaboratively with governments, businesses and the public to help fight climate change, the single biggest environmental threat to our planet; conserve our oceans and freshwater resources; and educate and mobilize people to build a conservation culture. For more information visit [wwf.ca](http://www.wwf.ca).

### **About Indigo Books & Music Inc.**

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). 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. The online division, [www.chapters.indigo.ca](http://www.chapters.indigo.ca), features books, eBooks, toys, music and DVDs, and hosts the award winning Indigo Online Community. Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have been on that list since 2000.

To learn more about Indigo's sustainability strategy and the Indigo Environment Fund please visit <http://www.chapters.indigo.ca/About-IndigoGreen/about-giz.html>.

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

- 30 -

### For further information:

Tuuli Hannula, MS&L, (416) 847-1338, [tuuli.hannula@msslworldwide.com](mailto:tuuli.hannula@msslworldwide.com)

Céline Rouzaud, MS&L, (416) 847-1311, [celinerouzaud@msslworldwide.com](mailto:celinerouzaud@msslworldwide.com)