

Indigo Books & Music Inc. Appoints New President, CFO

TORONTO, ONT - March 22nd, 2011 -- Indigo Books & Music Inc. (TSX: IDG), Canada's largest book, gift and specialty toy retailer today announced the appointment of veteran retailer and current Indigo Board member Tedford G. Marlow to the position of President effective April 1st.

From July 2001 to June 2010, Mr. Marlow served as the Global President of the Urban Outfitters brand. Over the course of nine years he led a period of dramatic growth for Urban Outfitters through retail store expansion in North America and Europe. Prior to joining Urban Outfitters, Mr. Marlow held a variety of senior leadership and merchant roles with some of North America's most venerable retailers, including Neiman Marcus, Saks Fifth Avenue, and Limited, Inc.

Joel Silver, who has served as President for the last several years, will be appointed to Indigo's Board of Directors and will lead Trilogy Growth, a partnership with Trilogy Retail Enterprises LP, the majority shareholder of Indigo.

Indigo is also delighted to announce the appointment of Kay Brekken, Senior Vice President, Finance to the position of Chief Financial Officer, effective April 1st. Ms. Brekken succeeds outgoing CFO and COO Jim McGill who will remain with Indigo in the COO role until July. Ms. Brekken has been with Indigo since 2003, most recently as Chief Accounting Officer. Ms. Brekken graduated Summa Cum Laude from the University of Minnesota with a Bachelors of Business Administration and later completed with Honors, an MBA from the University of Washington.

Commenting on the changes Indigo Founder and CEO Heather Reisman said, "We are deeply grateful for the contributions that have been made by both Mr. Silver and Mr. McGill. Each has made an invaluable imprint on our Company." She added: "It is most exciting to welcome Ted to our Company. As our industry changes, we are committed to becoming the world's first lifestyle store for booklovers as well as being major participants in the evolving world of ereading through KOBO."

Forward-Looking Statements

Statements contained in this news release that are not historical facts are forward-looking statements which involve risk and uncertainties that could cause results to differ materially from those expressed in the forward-looking statements. Among the key factors that could cause such differences are: general economic, market or business conditions in Canada; competitive actions by other companies; changes in laws or regulations; and other factors, many of which are beyond the control of the Company.

About Indigo Books & Music Inc.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX:IDG). As the largest book, gift and specialty toy retailer in the country Indigo operates in all provinces and one territory 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, features books, eBooks, toys, music and DVDs, and hosts the award winning Indigo Online Community. Indigo is also the majority shareholder of KOBO Inc. a leading global destination for eReading.

For further information please contact:

Janet Eger
Director, Public Relations
416 342 8561
jeeger@indigo.ca