

INDIGO ANNOUNCES BLACK FRIDAY AND CYBER MONDAY DEALS

TORONTO (November 28, 2013) – Indigo (TSX: IDG), Canada’s leading purveyor of books, toys, lifestyle, ideas and inspiration is delighted to announce its Black Friday and Cyber Monday deals. This year Indigo will offer thousands of items on sale at amazing prices, including: the season’s [best books](#), [hottest tech brands](#), [award-winning speciality toys](#) and [greatest gifts](#). Visit in-store or online at www.indigo.ca for details.

“Canadians are excited about Black Friday and Cyber Monday deals at Indigo and have grown to really pay attention to them,” says Kirsten Chapman, EVP Online at Indigo. “Last year’s Cyber Monday was one of the most successful online selling days in Indigo’s history. We’re excited to offer another outstanding selection of deals that will ignite the holiday shopping season for our customers.”

In-Store Black Friday Deals (Nov. 28 – Dec. 3)

- **Buy 3, Get The 4th Free** – In stores across Canada our Buy 3 Get The 4th Free promotion will run [Thursday, Nov. 28 to Sunday, Dec. 1](#) (Buy any three items and get a fourth of equal or lesser value free!) – some restrictions apply, see in-store and online for details
- **Electronics** – Save up to 50% off a selection of the hottest brands (at participating stores), like:
 - [Beats Pill](#) \$50.00 off
 - [iHome Mini Wireless Speaker](#) Orig. \$40, Sale \$24.99
 - [iHome Stero Wireless Speaker](#) Orig. \$70, Sale \$44.99
 - [Eton 2000 portable charger](#) Orig. \$39.95, Sale \$19.95

Online Black Friday Deals (Nov. 28 – Dec. 1)

- **Books** – Save up to 75% off titles; save up to 80% off bargain books
- **Home Décor/Fashion** – Save up to 50% off select items
- **Toys** – Save up to 50% off select toys
- **Electronics** – Save up to 50% off select items

Cyber Monday Deals (Online Only) (Dec. 2 – Dec. 3)

- **Books** – Save up to 60% off Top 75 titles (regularly 50%); save up to 80% off bargain books
 - Special Offer: signed copies of select titles, including Bobby Orr’s memoir, [Orr: My Story](#)
- **Home Décor/Fashion** – Save 50% off select items
- **Toys** – Save Up to 75% off select toys
- **Electronics** – Save up to 50% off a selection of the hottest brands; save 30% off the fashionable, top quality [Friends Headphones](#) collection

Indigo Makes Holiday Shopping Easy and Convenient

Spend More, Save More (Nov. 29 – Dec. 3): Customers shopping online at www.indigo.ca who spend more than \$100 are eligible to receive \$5 off their basket; customers who spend more than \$150 are eligible to receive \$10 off their basket.

Free Shipping: Most online orders over \$25 ship for free.

Shop via Indigo Mobile App: Customers can easily shop from home or on-the-go using the Indigo Mobile App for iOS or Android. Using the app in-store customers can scan items and have their order shipped to their home or directly to a gift recipient.

Great Gift Ideas: Tweet any question about gifting to #hohohoIndigo @ChaptersIndigo and Indigo's experts will help you find the perfect gift!

About Indigo

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.

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