

INDIGO NAMED TOP CANADIAN RETAIL EMPLOYER BRAND, 6TH OVERALL

TORONTO, ON (TSX: IDG) – May 3, 2013 – Indigo Books & Music Inc., Canada’s largest book, gift and specialty toy retailer is delighted to be named the top Canadian retail employer brand, number 6 overall, by Randstad Canada. Unique to the Canadian market, the [Randstad Award](#) rewards and encourages best practices in building the best employer brands, and is the only employer award where winners are chosen entirely by workers and job seekers in search of employment opportunities within Canada's leading organizations, based on polling of 7 thousand job seekers conducted by ICMA International in February and March of 2013.

“We at Indigo are gratified to be recognized as the top employer brand in Canadian retail,” said Indigo Books & Music Inc. founder and CEO, Heather Reisman. “I am proud of our nearly 7 thousand employees and their role in building our reputation with our potential future employees. Most of all I’m delighted that we are so clearly and consistently sharing our passion for what we do at Indigo with our customers and the communities in which we live and work.”

The Randstad Award study is conducted each year to both help identify the most attractive companies in Canada, and to provide important insights for employers on the trends and priorities affecting Canadian job seekers and workers. In 2012, Indigo ranked 19th overall.

The Randstad Award survey is based on the perceived attractiveness of companies in a specific market. The 150 largest employers per country are selected, each with at least 1,000 employees. Samples are based on national demographics (age, region, gender, education level) with a slight emphasis on respondents aged below 40, potential workers being the target audience of the survey. Each sample is representative on age, region and gender and includes students, employed and unemployed workforce aged between 18 and 65 years old.

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, Coles and the online channel, www.indigo.ca.

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