

INDIGO SET TO LAUNCH APPLE® PRODUCTS AT 40 INDIGO ISTORES® ACROSS CANADA

Toronto, ON (June 25, 2013) –Indigo Books & Music Inc. (TSX: IDG), Canada’s largest purveyor of ideas and inspiration in book, gifts and specialty toys is pleased to announce the launch of APPLE® products at 40 Indigo iStore® locations across Canada, over the next six months.

The first dedicated shop-in-shop location opened with a soft launch today at Chapters Queensway in Toronto featuring a beautifully designed, welcoming destination for a curated selection of Apple® products from iPads® and iPad Minis®, iPods® to AppleTV®, and beyond. The stunning new boutique also offers design inspired electronics and a special selection of stylish and functional personal electronics and accessories.

“We at Indigo are incredibly proud to be associated with the Apple brand and we look forward to providing our Indigo iStore customers a curated and totally joyful shopping experience,” said Heather Reisman, CEO Indigo Books & Music. “The Indigo iStore provides an easy and inspiring environment through which Indigo customers can experience and connect with Apple’s dynamic suite of devices as well as some of today’s most innovative accessories.”

Thoughtful displays showcase over 200 products new to Indigo including device cases and covers and a curated selection of audio for home or on the go, including high-quality ear buds, headphones and wireless speakers to provide a premium sound experience that can be tested with one’s own music source in the store.

The Indigo iStore offers hands-on interactions with the newest products and well-trained, enthusiastic staff to ensure a comfortable and enjoyable shopping experience.

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.

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