



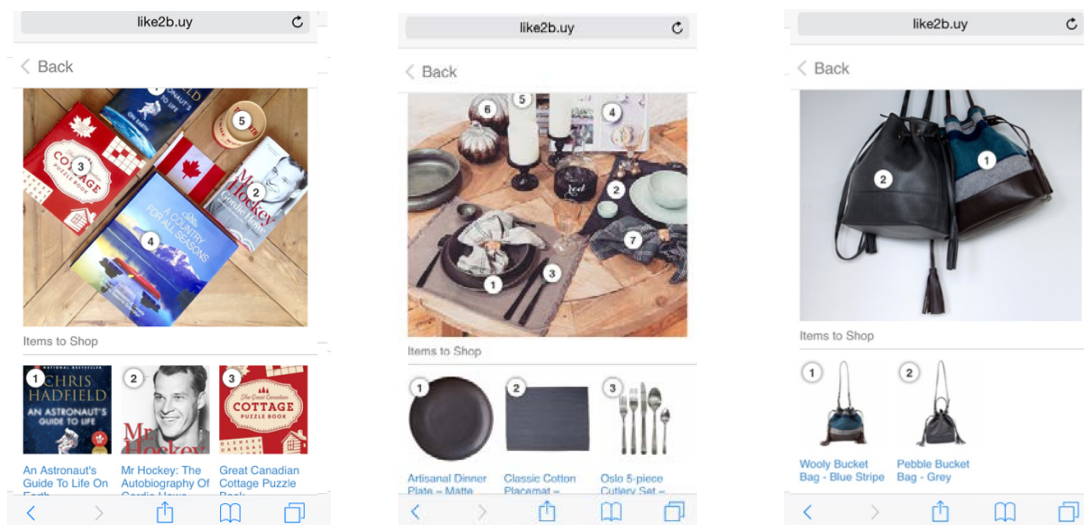
INDIGO LAUNCHES LIKE2BUY ON ITS INSTAGRAM FEED, MAKING IT EASIER FOR CANADIANS TO SHOP ON-THE-GO

Indigo customers can now shop the company's Instagram feed.

Toronto, ON (July 23, 2015) – Indigo (TSX: IDG), Canada's leading purveyor of books, toys, lifestyle, ideas and inspiration, is delighted to announce the launch of Like2Buy on July 23rd, 2015. This new platform makes it easy for Canadians to shop the @chaptersindigo Instagram feed. Indigo is one of the first Canadian brands to use the platform.

“Instagram has always been a wonderful platform for Indigo to inspire our customers. Like2Buy allows for enhanced interaction where customers see something they like and can easily shop for it straight from their social media feeds,” said Kirsten Chapman, Chief Marketing Officer for Indigo. “We’re always on the lookout for ways to be even more customer-centric – we want to make it as easy as possible to shop with us from wherever they are and however they like.”

To use, fans simply click the Like2Buy link in the @chaptersindigo Instagram bio (like2b uy/chaptersindigo). From there, users are directed to a new page that showcases all of the brand's photos, in a similar experience to Instagram. Purchases can be made from these photos. Once users click on the item they like, they are directed to the appropriate product page on indigo.ca or on mobile to m.indigo.ca.



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