



INDIGO WELCOMES JESSICA ALBA'S THE HONEST COMPANY TO ITS LIFESTYLE ASSORTMENT

The Honest Company launches today at Indigo.ca, bringing affordable and eco-friendly products to Canadian families from coast-to-coast.

Toronto, ON (August 17, 2015) – Indigo (TSX: IDG), Canada's leading purveyor of books, toys, lifestyle, ideas and inspiration, is thrilled to announce that The Honest Company will join its lifestyle assortment. Thirty-four of The Honest Company's most popular products launched today on indigo.ca and will be available at most Indigo and Chapters store locations across Canada in September. Indigo's online assortment of Honest Company products – the largest of its kind in Canada – includes a wide range of bestselling favourites and giftable items. The online product range will also include upcoming additional items that will be exclusive to Indigo in Canada, from diaper bags to nursing scarves.

"We are so excited to welcome The Honest Company to our online and in-store assortment," said Lesley Nightingale, Vice President of IndigoKids. "The Honest Company and Indigo share a joint mission of empowering customers to lead healthy, fulfilling and inspired lives, which makes the addition of The Honest Company products to our stores a natural fit. By continuing to craft partnerships like these with likeminded companies, we are better able to provide our customers with products they can feel good about buying."

"Canadian families deserve Honest products, which is why we are thrilled to bring our collection of beautiful and eco-friendly baby, bath, cleaning and wellness products to more Canadians than ever through our partnership with Indigo," said Christopher Gavigan, Co-Founder and Chief Product Officer of The Honest Company.

The Honest Company, founded by Jessica Alba, Christopher Gavigan, Brian Lee and Sean Kane, was created to ensure that parents have access to non-toxic, eco-friendly, effective and affordable family products. From baby essentials to home and health must-haves, The Honest Company prides itself on selling stylish and sustainable goods for the whole family.

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

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