



INDIGO LAUNCHES NEW CAMPAIGN: MAKE IT AN INDIGO WEEKEND

Indigo launches new fall marketing campaign on September 10th, 2015.

Toronto, ON (Sept 9, 2015) – Indigo (TSX: IDG), Canada's largest book, gift and specialty toy retailer is delighted to announce its fall marketing campaign, *Make it an Indigo Weekend*. The campaign will launch at all Chapters, Indigo and Coles locations and will run eight consecutive weekends from September 10th through November 1st, 2015.

Beginning September 10th, each weekend will have its own unique theme with special events and promotions. Look for events such as American Girl® arts and crafts, story time, colouring events for the whole family, exclusive plum® rewards offers including 10x the points with \$30 purchase of select products opening weekendⁱ, new and hot book releases, an Indigo Kids Open House, special Goosebumps and Star Wars-themed events, promotions and much more.

“Indigo’s mission is to add a little joy to people’s lives. We continually hear from our customers that Indigo is a special place for them – a relaxing place to unplug and unwind and get inspired. This program is meant to deliver that feeling,” said Samantha Taylor, Vice-President of Marketing at Indigo.

To celebrate the launch of the campaign, Indigo will be hosting a nationwide Instagram contest launching September 10th, 2015. Fans will be asked to Instagram their #IndigoWeekend, for the chance to winⁱⁱ a \$100 Indigo gift card, plus an additional prize of 35,000 plum® points. The contest runs for the length of the campaign, with four chances available to win. Winners will be announced bi-weekly. For more information, please visit indigo.ca.

To help plan your weekend, visit indigo.ca/weekend for more details and in-store events.

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; Indigo Spirit, Chapters, and Coles and online at www.indigo.ca.

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ⁱValid in-store or at indigo.ca with \$30 purchase or more of eligible in-stock products, before taxes and after applicable discounts and plum points redemptions. Excludes Starbucks/Indigo Café Food & Beverages, irewards memberships, gift cards, Apple® Hardware and accessories, Love of Reading products and donations, plum points redemptions, and shipping costs. Not valid on previous purchases or in conjunction with other offers.

ⁱⁱNo purchase necessary. Contest ends Nov. 1, 2015. Open to eligible Canadian residents who have reached the age of majority. Four Prizes available to be won each Contest Week, each consisting of one \$100 Indigo Gift Card and 35,000 Plum Rewards Points (ARV \$100). Limit: one Prize per person. Odds of winning depend on number of eligible entries received. Mathematical skill-testing question required. For full contest rules, visit indigo.ca.