

INDIGO NAMED TOP CANADIAN RETAIL EMPLOYER BRAND, 4TH OVERALL

TORONTO, May 5th, 2016 – (TSX: IDG) – Indigo, Canada's largest book, gift and specialty toy retailer is delighted to be named the top Canadian retail employer brand, number 4 overall, according to Randstad Canada. This year, Indigo was also ranked first in offering a pleasant working atmosphere for employees.

"Our commitment to adding joy to our customers' lives makes Indigo a phenomenal place to work for our employees, as well. We are thrilled to be recognized as the top employer brand in Canadian retail, and amongst the top 5 employer brands nationally," said Indigo Books & Music Inc. founder and CEO, Heather Reisman. "I am so proud of our nearly 7,000 employees and the role they play every day in reinforcing our reputation as a great employer through their passion, dedication and commitment to serving our customers from coast to coast."

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.

"For six years, Randstad Canada has recognized the best employer brands in the country and, this year, we are pleased to congratulate Indigo Books & Music Inc. for their placement in Canada's top five most attractive employer brands. In today's economy, it is critical for organizations to connect with the needs and aspirations of their workers and this year, Indigo ranks first in offering a pleasant working atmosphere, one of the most important criteria for job seekers looking for an employer of choice. Indigo perfectly exemplifies what an authentic and compelling employer brand really is", says Marc-Étienne Julien, CEO of Randstad Canada.

Indigo has ranked in the Top 20 Most Attractive Employer Brands in Canada since Randstad launched the program in 2011.

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 indigo.ca.

ABOUT THE RANDSTAD AWARD:

The Randstad Award program is based on a robust research platform that gives unique insight into the key drivers of talent attraction within Canada and across the world. Randstad has been working with globally respected research company, ICMA International, for over 10 years. In 2000, Randstad and ICMA launched the first Randstad Award program in Belgium to measure 50 employer brands. Based on

its success, Randstad had expanded the research program into 23 countries around the world, covering 75% of the global economy. Visit <http://www.randstadaward.ca>

Randstad Award Methodology: 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. The number of respondents on average per market is 9,500. This is a representative sample to measure attractiveness of the 150 companies. Samples are based on national demographics (age, region, gender, education level) with a slight bias towards respondents aged under 40, potential workers being the target audience of the survey. Each sample is comprised of students, employed and unemployed workforce aged between 18 and 65 years old and is a representative sample based on age, region and gender.

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