



INDIGO IS CANADA'S HEADQUARTERS FOR THE UPCOMING LAUNCH OF HARRY POTTER AND THE CURSED CHILD PARTS I AND II

Canadian fans of the Harry Potter phenomenon will celebrate the July 31st launch of the highly anticipated 8th installment at Indigo and Chapters locations, nationally.

Pre-order is available now at indigo.ca and on in-store kiosks.

Toronto, ON (February 12, 2016) – Indigo (TSX: IDG), Canada's leading purveyor of books, gifts, toys, ideas and inspiration, is delighted to welcome back Harry Potter with the release of the eighth story in the series, *Harry Potter and the Cursed Child Parts I and II*, available in-store and online on July 31st, 2016.

Based on an original new story by J.K. Rowling, Jack Thorne, and John Tiffany, [*Harry Potter and the Cursed Child Parts I and II*](#) is the eighth story in the Harry Potter series. It will be presented on stage for its world premiere in London's West End on July 30th, 2016, with the new book releasing on July 31st, 2016.

Canadian Harry Potter fans can be amongst the first to get their hands on *Harry Potter and the Cursed Child Parts I and II* by pre-ordering through indigo.ca or on in-store kiosks. plum® members receive 1000 bonus plum® points on all pre-ordersⁱ and customers can feel confident with Indigo's pre-order price guarantee. If the indigo.ca price decreases between order time and the end of the day of the release date, customers will receive the lowest price. Reserve a copy online and pick up in-store at launch for an easy, hassle-free experience.

"This is a very happy day for Indigo. We've been headquarters in Canada for all of the Harry Potter launches and like the rest of the world, can't wait to celebrate this next installment in the series," said Kirsten Chapman, EVP, Digital and Chief Marketing Officer for Indigo. "Harry Potter is a cross-generational literary phenomenon that can be shared with readers young and old and we are excited to reveal our big launch plans leading up to this release."

Fans will remember Indigo's legendary midnight launch parties for the Harry Potter series. Past events included shutting down Bay Street in Toronto for the largest street party in Canada. Potter fans could hop aboard the Hogwarts Express, take a stroll down Diagon Alley, engage in a giant inflatable duelling challenge, take a mad science potions class, play a game of Quidditch basketball, and even meet Hedwig the owl herself. Stay tuned for more news on Indigo's country-wide launch celebrations for *Harry Potter and the Cursed Child Parts I and II*.

To celebrate this exciting launch, this weekend only, February 11th through 14th, 2016 plum® members will receive five times the plum® points on [all Harry Potter books and colouring books](#)ⁱⁱ. Discover Potter's magical world of witchcraft and wizardry and visit in-store or online to check out J.K Rowling's beloved series.

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, gifts, specialty toys 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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ⁱ Valid February 11, 2016 to May 31, 2016 on any in-store kiosk or indigo.ca pre-order purchase of Harry Potter and the Cursed Child Parts I and II. Not valid on previous purchases or in conjunction with other offers. Please allow up to 1 week following the delivery of product for bonus points to be applied to your account.

ⁱⁱ Excludes Harry Potter and the Cursed Child Parts I and II pre-orders. Valid February 11, 2016 to February 14, 2016 or while quantities last, in-store (excluding kiosk orders) or at indigo.ca with the purchase of one or more eligible in-stock products. 5x points calculation is based on the standard earning of 5 base points per \$1 spent before taxes. Not valid on previous purchases or in conjunction with other offers. Please allow up to 1-2 weeks for bonus points to be applied to your account.