



INDIGO LAUNCHES NEW INDIGOKIDS FACEBOOK PAGE, MAKING IT EASIER FOR CANADIANS TO FIND DEDICATED FAMILY-FRIENDLY CONTENT IN ONE CONVENIENT PLACE

Toronto, ON (February 16, 2016) – Indigo (TSX: IDG), Canada’s leading purveyor of books, gifts, toys, ideas and inspiration, is delighted to announce the launch of its IndigoKids Facebook page on February 16, 2016. The IndigoKids Facebook page is a space dedicated to the love and power of reading, and inspiring creativity and learning in parents and children alike.

“Our goal at Indigo is to spark joy with our customers every time they interact with us. Facebook has long been an incredible platform to connect with fans of the brand. Our customers have been asking for even more family-focused social media content and this new page offers a dedicated space for families to connect and discover together,” said Kirsten Chapman, EVP, Digital and Chief Marketing Officer for Indigo. “IndigoKids is the best destination for imagination and creativity, and we are thrilled to be launching just in time for Spring Break with tons of inspiring Facebook content to make the most of family time.”

With books at Indigo’s core, the IndigoKids Facebook page offers tips and tricks that inspire families to discover the power of reading. Learn how to get a reluctant reader interested in books and the incredible benefits of reading aloud with recommended reading lists for every age. Every month a new Heather’s Pick is featured, chosen by Indigo’s CEO and Chief Book Lover, Heather Reisman. The page also shares new book releases and the titles that Indigo experts are most excited about. Having trouble finding a new book for bedtime? Just #AskIndigo for a recommendation!

In addition to book recommendations, discover the best new edutainment toys and games, and find the perfect baby shower gifts. Get inspired with decorating ideas for nurseries, birthday parties, holidays and more. Plus, stay tuned for a special collaboration with one of Indigo’s favourite chefs with suggestions on how to make a tasty dish that any child will love.

Parents can also check out the page for information on family-friendly events and promotions across the country at participating Indigo, Chapters, and Coles locations. Look to the page for the “Spring Break Escape” guide with details on in-store events like LEGO Brick Break, and arts and craft activities where children can design their own superhero mask and stencil art and glitter with DIY Kids. As well, watch for special Spring Break promotions on favourite brands including Klutz, LEGO and the perennial favourite, Dr. Seuss!

Plus, check out the IndigoKids Facebook page for monthly give-aways and contests. To celebrate the launch, IndigoKids will be giving one lucky fan a prize pack filled with books and a [Joki Hanging Nest](#) that can be suspended from the ceiling for the ultimate space to read. For details on how to enter and to join the IndigoKids community visit [Facebook.com/IndigoKids](https://www.facebook.com/IndigoKids).

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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