



INDIGO SELECTS MINDSHARE CANADA AS MEDIA AGENCY

Toronto, ON (Feb 2, 2017) – Indigo (TSX: IDG), the world’s first cultural department store for booklovers, is pleased to announce that Mindshare Canada has been named as their new Media Agency of Record.

The selection follows a long and competitive review of select media agencies in Canada, including its incumbent agency, UM. Mindshare Canada was awarded the account mid-January and the account transition began shortly thereafter. Full support of the Company begins at the start of its fiscal year, April 1st, 2017, with the implementation of planning services starting right away.

“We’re delighted to announce this new partnership with Mindshare Canada,” says Kirsten Chapman, CMO and EVP, Digital, Indigo. “Mindshare is known for their data driven insights, and we look forward to working together in implementing unique ideas for an integrated traditional and digital media mix.”

Mindshare Canada will now lead media buying and planning services across all channels for Indigo, nationally.

Mindshare Canada’s work with leading retail and online brands, along with its passion for culture and understanding of the changing role media plays for brands, makes the agency a perfect fit for Indigo.

“The opportunity to work with a storied Canadian company is incredibly exciting for our agency,” says Karen Nayler, Chief Executive Officer, Mindshare Canada. “Indigo has had a tremendous history and we are thrilled to be a part of their future.”

Indigo would like to thank UM for its services.

About Indigo Books & Music Inc:

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book, gift and specialty toy retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; Indigospirit; Chapters; and Coles. The online channel, indigo.ca, offers a one-stop online shop with a robust selection of books, toys, home décor, stationery, and gifts.

About Mindshare Canada:

Mindshare Canada is a leading media agency in Canada, headquartered in Toronto. The company's success can be attested through its strong national and global clients including Kimberly-Clark, Unilever, American Express, Manulife, Walmart, Air Canada, Mazda, Ford and more.

Mindshare is a global media agency network with more than 7,000 employees, in 116 offices across 86 countries spread throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Each office is dedicated to forging competitive marketing advantage for businesses and their brands based on the values of speed, teamwork and provocation. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Visit us at Mindshareworld.com/Canada or MindshareInTheLoop.com and follow us on Twitter [@MindshareCanada](https://twitter.com/MindshareCanada) and facebook.com/MindshareCanada.



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