

INDIGO NAMED TOP CANADIAN RETAIL EMPLOYER BRAND, 4TH OVERALL

TORONTO, April 27th, 2017 – (TSX: IDG) – Indigo, the world’s first cultural department store, is delighted to be named the top Canadian retail employer brand and the fourth favoured brand overall in Canada according to Randstad.

"We are thrilled to be recognized as the top retail employer brand in Canada, and amongst the top four 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 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 the seventh year, Randstad Canada has recognized last night the best employer brands in the country. We are pleased to congratulate, for the second year in a row, Indigo Books & Music Inc. for its rank in Canada’s top five for the most pleasant work atmosphere. With the Canadian gig economy and the battle for talent heating up, it is crucial for organizations to meet their employee expectations. As a pleasant work atmosphere is one of the most important criteria for employees and job seekers, we can say without a doubt that Indigo perfectly demonstrates what an authentic and compelling employer brand it 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

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 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.

For further information:

Janet Eger
Vice President, Public Affairs, Indigo Books & Music Inc.
416 342 8561
jeger@indigo.ca