



INDIGO INVITES CANADIANS TO #ALWAYSBEREADING AND #EXPERIENCEINDIGO

Toronto, ON (February 15, 2017) – Indigo (TSX: IDG), the world’s first cultural department store, is inviting Canadians to join their #AlwaysBeReading movement. From building empathy and reducing stress, to inspiring the fulfillment of goals and boosting brain power, the benefits of reading are endless. Indigo encourages Canadians to #ExperienceIndigo at stores from coast to coast, where local expert booksellers can help customers find their next great read.

To shine light on Indigo’s ongoing commitment to reading, the company is working with Yasin Osman, an award-winning Toronto-based photographer and early childhood educator who uses the power of photography to showcase stories of perseverance, resilience and the power of community. As part of the #AlwaysBeReading campaign, Yasin is visiting local Indigo stores to capture candid images of real Canadians reading, and share their stories about why and what they choose to read. By sharing these images on social media, Indigo hopes to encourage other Canadians to share their stories and personal connection to reading.

“At Indigo, we believe that stories connect us,” said Kirsten Chapman, CMO and EVP, Digital, Indigo. “Our stores have long served as local hubs for booklovers to come together, and through our always be reading movement, we hope to inspire Canadians all over the country to continue to share their passion for reading with one another.”

#ExperienceIndigo Instagram Contest

To celebrate the launch of the #ExperienceIndigo and #AlwaysBeReading campaign, Indigo is hosting an Instagram contest now through March 31, 2017. Fans are asked to share a photo of their most recent store visit on Instagram using the hashtags #ExperienceIndigo and #Contest, plus follow and tag @chaptersindigo. Fans can enter biweekly for a chance to win 1 of 4 \$100 Indigo gift cards. For full contest details visit indigo.ca/experienceindigocontest.

Fast Facts About the Benefits of Reading

- Reading improves your vocabulary, spatial awareness and ability to communicate¹
- Reading increases theory of mind and builds empathy²
- Reading and keeping your brain active can help prevent against Alzheimer’s Disease³
- Strong early reading skills predict higher intelligence later in life⁴
- Reading can reduce stress: a 2009 study by the University of Sussex found that reading for just six minutes can reduce stress levels by up to 68%⁵

About Indigo Books & Music Inc.

¹ <http://www.nationalreadingcampaign.ca/psychological-and-cognitive-benefits-of-reading-actual-books/>

² <https://www.psychologytoday.com/blog/the-athletes-way/201401/reading-fiction-improves-brain-connectivity-and-function>

³ http://www.alz.org/we_can_help_stay_mentally_active.asp

⁴ <https://www.sciencedaily.com/releases/2014/07/140724094209.htm>

⁵ <http://www.kumon.co.uk/blog/reading-reduces-stress-levels/>

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.

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