



INDIGO APPOINTS KIRSTEN CHAPMAN AS PRESIDENT, GIL DENNIS AS CHIEF OPERATING OFFICER, AND NATHAN WILLIAMS, FOUNDER OF KINFOLK, AS CHIEF CREATIVE OFFICER

Toronto, ON (May 28, 2019) – Indigo Books & Music Inc. (TSX: IDG), the world’s first cultural department store for booklovers, is pleased to announce the promotions of Kirsten Chapman to President and Gil Dennis to Chief Operating Officer, effective immediately, and the appointment of Nathan Williams as Chief Creative Officer, effective June 3, 2019.

In her capacity as President, Kirsten Chapman will continue to oversee all Marketing functions including Loyalty, all digital channels, and add to her responsibilities the Indigokids and Indigobaby businesses. In his capacity as Chief Operating Officer, Gil Dennis will oversee the entire Retail network, as well as the functions of Human Resources and Organization Development, Legal, Real Estate and Construction.

Nathan Williams is the co-founder of Kinfolk magazine and Ouur, an apparel, homewares and accessories brand. Mr. Williams, a Canadian, will be moving from Denmark back to Canada and will lead Indigo’s creative teams, including the development of Indigo’s private label brands.

Commenting on the changes, Indigo Founder and CEO Heather Reisman said, “I am delighted to announce the appointment of Kirsten, Gil, and Nathan to their new roles. Kirsten and Gil have made incredible contributions in their time with Indigo, and I look forward to their continued efforts as outstanding leaders and partners. Kirsten has been with Indigo since we began this Company and is deeply connected to our brand, our people, and our values. Similarly, Gil who joined us over three years ago, began impacting the culture of Indigo from the moment he joined, and like Kirsten, is deeply connected to the values and ambitions of Indigo.”

Reisman continued, “At this pivotal moment for the Company, we are also very excited to be welcoming Nathan Williams to our team. Nathan began Kinfolk in 2011 and in a few short years drove it to be a globally recognized lifestyle brand. In 2016, he was named to the Forbes 30 Under 30 list in Retail and E-Commerce. Nathan will bring his unique talent to advancing our brand, our product, and our content.”

To learn more about Indigo, please visit the Our Company section at indigo.ca.

Forward-Looking Statements

Statements contained in this news release that are not historical facts are forward-looking statements which involve risk and uncertainties that could cause results to differ materially from those expressed in the forward-looking statements. Among the key factors that could cause such differences are: general economic, market or business conditions; competitive actions by other companies; changes in laws or regulations; and other factors, many of which are beyond the control of the Company.

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; 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.



Indigo founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public elementary school libraries. Every year, the Indigo Love of Reading Foundation provides grants to high-needs elementary schools so they can transform their libraries with the purchase of new books and educational resources. To date, the Indigo Love of Reading Foundation has committed over \$31 million to 3,000 elementary schools, benefitting more than 1,000,000 students.

- 30 -

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