



## INDIGO UNVEILS ITS PLUM® MEMBER EXCLUSIVE BLACK FRIDAY DEALS, WITH UP TO 50% OFF THE BEST GIFTS OF THE SEASON

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TORONTO, Nov. 19, 2020 /CNW/ - [Indigo](#) (TSX: IDG), the world's first cultural department store for booklovers, is excited to announce its Black Friday deals, running from November 19<sup>th</sup> until December 1<sup>st</sup> at [indigo.ca](#) and stores across the country, exclusively for its plum members. From toys and books, to home décor and baby gear, Indigo's plum members can look forward to incredible deals on the hottest gifts, saving up to 50% off select items. This year, plum PLUS® members will receive exclusive one day early access to Black Friday deals in-store and online on November 19<sup>th</sup>.

"We are always looking for more ways to share value with our incredible plum and plum PLUS members and add a little extra joy to the season," said Kirsten Chapman, President, Indigo. "This year we've extended our Black Friday dates to help reduce the rush of the season so our members can shop at their convenience. And whether they choose to shop in-store, online or take advantage of our store pick up service, our members will have unique access to amazing deals on the top gifts."

Customers who have not yet signed up for Indigo's plum rewards membership program, can do so easily in-store or at [indigo.ca](#). As a member of Indigo's free plum tier, members receive access to promotions & events, member shopping experiences and earn points on almost every dollar spent<sup>i</sup>. For only \$39/year, plum PLUS members save an additional 10% on almost everything<sup>ii</sup>, receive free shipping every day<sup>iii</sup>, earn points on almost every dollar spent<sup>i</sup>, as well as exclusive access to promotions & events. When signing up for plum PLUS today, members will also receive 8,500 bonus plum points, a \$20 value<sup>iv</sup>. To learn more visit [indigo.ca/plum](#).

With incredible deals on the season's hottest gifts, customers will be able to check off every name on their list. From deals on the hottest brands including LEGO®, Matt and Nat and Snuggle Me Organics, as well as brands exclusive to Indigo like Oui™ and Wonder Co.™, there's something for every age and interest.

Indigo's Black Friday deals include<sup>v</sup>:

- 50% off Holiday Wrap & Accessories
- 50% off Holiday Crackers
- 50% off Holiday Boxed Cards
- 25% off Heather's Book Picks
- 40% off Holiday's Hottest Books
- 40% off select Stocking Stuffers
- 20% off L.O.L.<sup>vi</sup>
- 20% off Games<sup>vii</sup>
- 20% off SNOO and accessories
- 30% off select Candles
- 40% off Pillows and Throws<sup>viii</sup>
- 40% off Regular Priced Adult Reading Socks – Indigo Exclusive
- 50% off our Top Tech Gifts
- Plus, so much more!



More incredible promotions will be launching on [indigo.ca](http://indigo.ca) for Cyber Monday from November 30<sup>th</sup> – December 1<sup>st</sup>.

### **Safe and Stress-Free Ways to Shop this Black Friday**

Shop your way and have the most joyful shopping experience:

- **Buy Online, Pickup in-store in as little as three hours:** Shop on [indigo.ca](http://indigo.ca) and pickup in store in as little as three hours, with contactless curbside pickup available at select locations. Visit [indigo.ca/curbside-pickup](http://indigo.ca/curbside-pickup) to learn more.
- **In-store:** Indigo's top priority is the health and safety of its employees, customers and communities. We're practicing industry leading health and safety precautions in-store to ensure the safest shopping experience possible. Visit [indigo.ca/covid-frequently-asked-questions](http://indigo.ca/covid-frequently-asked-questions) to learn more and [indigo.ca/storelocator](http://indigo.ca/storelocator) to find the location closest to home.
- **Online:** Shop 24/7 on [indigo.ca](http://indigo.ca) with thousands more gifts available. Receive free shipping on orders over \$35, and free returns, making online shopping easy and stress-free.

For more information, visit [indigo.ca](http://indigo.ca)

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#### **About Indigo**

Indigo Books & Music Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). Indigo is the world's first Cultural Department Store – a physical and digital meeting place inspired by and filled with books, music, art, ideas, beautifully designed lifestyle products. Indigo believes in real books, in living life fully and generously, in being kind to each other and that stories – big and little – connect us.

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- i. plum points will not be awarded on eBooks, electronics and related accessories, American Girl® services, LEGO® Mindstorms, plum PLUS memberships, gift cards, Love of Reading products/donations, shipping costs, the plum points redemption portion of a transaction, taxes, and any other items specified as exclusions from time to time.
  - ii. Valid at Canadian stores on the pre-tax purchase price of eligible product(s), after discounts and points redemptions, using a valid plum PLUS membership. Certain product and service exclusions apply. Visit [indigo.ca/plum](http://indigo.ca/plum) for full details.
  - iii. Valid at [indigo.ca](http://indigo.ca) on eligible purchases using a valid plum PLUS membership. Excludes heavy/oversized product or shipments to remote areas as described at [indigo.ca/freeshipping](http://indigo.ca/freeshipping)
  - iv. Valid June 29 2020 – March 31, 2021 at [indigo.ca](http://indigo.ca) with the purchase of a plum PLUS membership. Excludes plum PLUS membership renewals and any conversions of iRewards to plum PLUS memberships.
  - v. Valid November 20–29, 2020 (unless specified otherwise), at Canadian stores and at [indigo.ca](http://indigo.ca), while quantities last using a valid plum membership. Exclusions may apply. See specific promotions for more details. Offers not valid on previous purchases or in conjunction with other offers.
  - vi. Excludes L.O.L Surprise! OMG Collect 2020
  - vii. Excludes Cards Against Humanity, Exploding Kittens, and What Do You Meme Products.
  - viii. Excludes Casper, Gravity and Faux Fur Throws