



that was easy.™



rien de plus simple.™

MEDIA ALERT

STAPLES' "DESK APPRENTICE" BECOMES RETAIL REALITY

Trump's TV lesson highlights importance of organization in business

WHAT:

Consumers can now "trump" their co-workers and friends by picking up the product created in NBC's "The Apprentice" episode seen last night. The winning design that caught Donald Trump's eye in "The Apprentice" on Thursday's show is now available in Canada – online at Staples.ca and will be available for purchase in-stores across Canada next week.

The nationwide launch of "**The Staples Desk Apprentice™**" marks the first time a retailer has manufactured a product created by "The Apprentice" candidates and made it available to consumers immediately after a new episode airs.

With a rotating swivel base, "The Desk Apprentice" consolidates school and office storage with its custom-designed storage compartments. Trump lauded Magna's winning design for its ability to simplify home and office life on last night's episode.

In last night's episode, Trump stressed to the candidates the importance of being organized in business and then set them to work on the challenge of creating an office item to keep people organized.

WHERE:

"The Desk Apprentice" will be available in Canada at Staples Business Depot store locations next week and is currently available at Staples.ca.

COST:

"The Desk Apprentice" retails for **\$49.96**

FOR INTERVIEWS PLEASE CONTACT:

Alessandra Saccal
Public Relations Manager
Staples Business Depot
(905) 513-6116 ext. 2363
Cell: (416) 570-9978

Lesley Kisil Ciciretto
Public Relations Specialist
Staples Business Depot
(905) 513-6116 ext. 2424
Cell: (416) 573-0486