



that was easy.®



rien de plus simple.™

For Immediate Release

STAPLES Canada Helps Parents and Students By Reducing Prices on Hundreds of Back-to-School Essentials in Tough Economy

Richmond Hill, ON – July 27, 2009 – STAPLES Canada is making the back-to-school shopping experience easier for parents and students by lowering prices on hundreds of back-to-school products.

A recent STAPLES Canada survey finds that over half of Canadians still rate the economy as poor (59 per cent). The survey also found that 34 per cent expect to spend less on back-to-school supplies. *

"We know the economy will be weighing on parents' minds when shopping for their children's school supplies this year," said Steve Matyas, President of STAPLES Canada. "This is one way we are trying to help make shopping for supplies easy for parents, by offering low prices, quality products and a vast selection. I'm happy to say we've reduced our prices on a great deal of back-to-school essentials."

The results of the survey and a corporate-wide commitment to help school-age children acquire the back-to-school tools they need at reasonable prices, combined with difficult economic times, drove the retailer's decision to lower prices on even more products this year.

"This decision is part of our commitment to offer the best selection of back-to-school products at the lowest prices possible during these uncertain economic times. We also want to remind customers of our Low Price Guarantee, in place to help them save even more this year and reduce the uncertainty that they're getting the best deals available." continued Matyas.

In addition to substantially reducing prices on many back-to-school items, the retailer reminds customers about their 110 per cent Low Price Guarantee, a price match program STAPLES launched in 2005.

A sampling of the discounted items:

- Hilroy 80-page notebook – was \$1.13, **NOW \$0.26**
- Hilroy four-pack exercise books – was \$2.13, **NOW \$0.40**
- Crayola 60-pack coloured pencils – was \$12.96, **NOW \$4.96**
- Storex 1" binder – was \$3.99, **NOW \$ 2.99**
- STAPLES 10-pack pencils – was \$0.99, **NOW \$0.36**
- STAPLES 50-pack pens – was \$17.41, **NOW \$7.96**

-more-

*The STAPLES Canada survey was conducted by STAPLES Canada during June 25 – July 3, 2009 and surveyed over 1,200 consumers.

About STAPLES Canada

Founded in Toronto in 1991, The Business Depot Ltd./STAPLES Canada Inc. is Canada's largest supplier of office supplies, business machines, office furniture and business services for the small business and home office customer. The company is an everyday low price retailer. The chain operates stores in all provinces across Canada under the banners STAPLES Canada and Bureau en Gros^{MC}. Marketing Magazine's Marketing/Leger 2008 Corporate Reputation Survey ranked STAPLES Canada/Bureau en Gros **number one among Canada's top 100 companies surveyed in Canada.** The company has over 13,500 employees serving customers through more than 300 office superstores, catalogue, and e-commerce. STAPLES, STAPLES[®] / Bureau en Gros^{MC} is committed to making shopping easy by offering customers three ways to shop: online, by catalogue and in-store. More information is available at www.staples.ca.

-30-

For more information, please contact:

Alessandra Saccal
Public Relations Manager
STAPLES
905 737-1147 ext. 2363
alessandra.saccal@staples.ca

Rachel Swiednicki
Public Relations Specialist
STAPLES
905-737-1147 ext. 2714
rachel.swiednicki@staples.ca