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STAPLES CANADA SURVEY FINDS MOST ARE THINKING ABOUT THE ENVIRONMENT WHEN BACK-TO-SCHOOL SHOPPING

80 per cent of shoppers are considering eco-friendly back-to-school supplies

Richmond Hill, ON – July 29, 2009 – In a recent STAPLES® and Angus Reid survey, STAPLES found that 80 per cent of back-to-school shoppers are thinking about environmentally friendly options for school supplies this season.

61 per cent of adult Canadians think students' interest in environmentally friendly options for school supplies has increased over the past two years.

“STAPLES has always been at the forefront of offering sustainable products. It’s important for us as a low-cost operator to consider value and the environment,” said Steve Matyas, president STAPLES Canada.

With more than 300 locations, a low-price guarantee and over 2,000 eco-conscious products in-store, STAPLES takes the health of the environment seriously. “Not only do we run the Recycle For Education program, we’ve also reduced the packaging of products being delivered to our stores,” continued Matyas. STAPLES Canada identifies many eco-preferable products, with the Eco Easy symbol.

Recycle For Education assists schools and the environment. STAPLES stores across Canada collect and recycle used ink and toner cartridges. Cartridges can be dropped into recycling bins and STAPLES donates funds back to local elementary and secondary schools enrolled in the program. Schools can register starting September 1 and registration closes December 31, 2009.

Just a few samples of green products available for the upcoming Back-to-School season:

- **STAPLES** Eco-friendly brand notebooks are made from 80 per cent bagasse, a sugarcane waste. STAPLES bagasse line also uses eco-conscious vegetable and water-based inks for printing.
- **Hilroy** exercise books are made from 30 per cent post-consumer waste and environmentally friendly ink.
- **Westcot** KleenEarth scissors have green handles made from 70 per cent recycled plastic. The microband handles also have antibacterial protection against the growth of bacteria.
- **STAPLES** Eco Easy biodegradable report covers are not only reusable but they are biodegradable. When you are done using them you can throw them away as they have a starch based cellulose additive that makes them biodegradable in a landfill.
- **Avery** 100 per cent recycled chipboard binders are both stylish and eco-friendly.

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**Journalists please note: an FTP site has been set up on easy.staples.ca for easy downloading of high-resolution product photos. Simply click on “in the media”.*

From May 7 to May 8, 2009, Angus Reid Strategies conducted an online survey among 2,014 randomly selected Canadian adults who are Angus Reid Forum panelists. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada.

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 or www.easy.staples.ca.

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