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STAPLES Canada Celebrates “The Most Wonderful Time of the Year” With Launch of New TV Commercial Created Specifically for Canada

Canadian Retailer Introduces a New Version of the Classic Favourite to Kick off 2009 Back-To-School Shopping Season

TORONTO, August 4, 2009 – The end of summer is drawing near, but parents across the country aren't shedding too many tears as they happily begin preparing their kids for back-to-school, also known as the most wonderful time of the year! Today, in celebration of the new 2009 back-to-school season, STAPLES Canada is launching a new 'twist' to the popular classic Most Wonderful Time of the Year television commercial designed specifically for the Canadian market.

“Even after 15 years, when the spot first aired, the Most Wonderful Time of the Year commercial still remains a pop-culture favourite with so many Canadians,” says Steve Matyas, President, STAPLES Canada. “We found that many instantly thought of STAPLES just by hearing the classic holiday song, originally made popular by Andy Williams. Recognizing the strong, nostalgic connection so many Canadians have with the original spot, we felt it was important to kick-off this year's back-to-school shopping season with a brand new version, created specifically for the Canadian market.”

The new edition of “The Most Wonderful Time of the Year” shows an overjoyed Dad parading through a STAPLES store while pulling a rope that is attached to a sofa where his two dismal-looking children sit. While the children are clearly not happy to be there, the same jubilation once seen by the Dad in the original spot is noticeably obvious with the Dad in the new version. To maintain that nostalgic connection however, STAPLES includes the popular song with the new version. The contrasting perspective of parents and children returning to school is humorous and demonstrates the fundamental truth about back-to-school shopping.

“We wanted to keep the overall tone and concept that so many peoples have grown to love over the years, but at the same time, create something completely new for the 2009

season,” says Matyas. “The Most Wonderful Time of the Year remains a light-hearted take on back-to-school shopping, something many Canadian parents can relate to.”

The new, Canadian version of “The Most Wonderful Time of the Year” is currently airing on key Canadian stations across the country. Fans can also view the original and new commercial by visiting <http://Easy.Staples.ca/MostWonderfulTime>.

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.

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