



Attention: Business media/small business editors/career editors

STAPLES BUSINESS DEPOT and BIZLAUNCH.CA TEAM UP TO OFFER FREE IN-STORE BUSINESS SEMINARS

SMALL BUSINESS OWNERS LEARN 'HOW-TO' AT STAPLES

TORONTO, ON–October 10, 2006 –Entrepreneurs and small business owners can now get more than office supplies at STAPLES Business Depot – they get expert advice on how to grow their business. STAPLES Business Depot, Canada's leader in office supplies, announced today that they will host in-store business seminars at select locations across the GTA beginning October 10th, 2006.

Offering practical how-to advice and ready-to-apply information to small business owners, STAPLES Business Depot and BizLaunch.ca, a Toronto-based company that coaches and trains new entrepreneurs, have teamed up to host free in-store business seminars to interested entrepreneurs, small business owners and customers. The seminars, created and developed by BizLaunch.ca, are hosted at select STAPLES Business Depot locations in Toronto and personally delivered by experienced business experts who have 'been there and done that' in their own enterprises and have a wealth of knowledge and practical advice to share.

From October 10 through November 30, 2006, STAPLES Business Depot and BizLaunch.ca plan to host thirty-eight seminars at thirteen Staples stores across the Greater Toronto Area including Pickering, Mississauga and central Toronto.

The seminars held in Toronto are a test. Both companies plan to expand the program nationally, across all STAPLES Business Depot locations in 2007.

"STAPLES Business Depot has been looking for a partner to help us give our customers something special, something practical and interesting," says Lori Ross, VP of Marketing at STAPLES Business Depot. Biz Launch is a perfect partner, they understand our customers are small business owners, many of them entrepreneurs starting out on their own and are in need of receiving valuable, easy to understand, hands-on business knowledge."

Seminars present popular topics for new entrepreneurs such as 'Low Cost Marketing Tools', 'How to Market Your Business on the Internet', 'Protecting Customer Privacy to Increase Sales' and 'Beat the Taxman: Write-offs You Should Know'. Seminar attendees also receive money-saving product offers and a chance to win prizes.

"Almost one million Canadians will start a small business during the next year," comments BizLaunch co-founder Roger Pierce. "There's a huge thirst for small business learning and these in-store seminars will make it easy for entrepreneurs to get it."

Free to attend and delivered weekday evenings, seminars present practical and ready-to-apply advice and information designed to help small business owners in areas such as marketing, raising capital, branding, writing a business plan and bookkeeping.

(More)

Seminar Schedule

Seminar Topic	Description	Stores	Dates (Seminars run 7:00 p.m. to 8:30 p.m.)
Your Business Plan in 10 Easy Steps	Learn how to develop a great business plan.	5900 Mavis Rd. MISSISSAUGA 17810 Yonge St. NEWMARKET	Tues. Oct. 10 Tues. Oct. 17
How to Sell Like a Pro	Find out how to target the right customers and discover some proven selling techniques.	3434 Lawrence Ave. E. SCARBOROUGH 5095 Yonge St. NORTH YORK 45 Red Maple Rd. RICHMOND HILL 945 Eglinton Ave. E. TORONTO 3175 Highway #7 E. MARKHAM 542 Keele St. TORONTO 80 Great Lakes Drive BRAMPTON	Wed. Oct. 18 Mon. Nov. 13 Tues. Nov. 14 Thurs. Nov. 16 Mon. Nov. 20 Wed. Nov. 29 Thurs. Nov. 30
How to Market Your Business on the Internet	Discover the secrets of Search Engine Optimization, Key Words and Google rankings.	1881 Fairview St. BURLINGTON 2160 Steeles Ave. W. CONCORD 250 Front Street E. TORONTO 5900 Mavis Road MISSISSAUGA	Mon. Oct. 16 Mon. Oct. 23 Wed. Nov. 8 Wed. Nov 22
Protecting Customer Privacy to Increase Sales	Learn how to safeguard customer data to win more business.	5095 Yonge St. NORTH YORK 945 Eglinton Ave. E. TORONTO 542 Keele St. TORONTO 17810 Yonge St. NEWMARKET 1805 Pickering Parkway PICKERING 80 Great Lakes Drive BRAMPTON 2160 Steeles Ave. W. CONCORD	Wed. Oct. 11 Wed. Oct. 18 Thurs. Oct. 19 Thurs. Nov. 2 Mon. Nov. 6 Thurs. Nov. 9 Thurs. Nov. 23
Failsafe: How to Avoid Computer Problems	Find out how to protect your computer from common viruses and keep your system trouble free.	5095 Yonge St. NORTH YORK 3175 Highway #7 E MARKHAM	Tues. Oct. 24 Wed. Oct. 25
Low Cost Marketing Tools	Discover 10 inexpensive marketing tools proven to boost sales.	250 Front St. E. TORONTO 1805 Pickering Parkway PICKERING	Mon. Oct. 16 Wed. Nov. 29
Hot Small Biz Technology	Explore the latest hi-tech gear to power your venture.	945 Eglinton Ave. E. TORONTO 3434 Lawrence Ave. E. SCARBOROUGH 1881 Fairview St. BURLINGTON	Mon. Nov. 27 Mon. Nov. 27 Tues. Nov. 28
Branding Your Biz	Learn how to build a great logo and develop your unique business brand.	1805 Pickering Parkway PICKERING 45 Red Maple Rd., RICHMOND HILL	Tues. Oct. 17 Thurs. Oct. 19
Beat the Taxman: Write-offs You Should Know	Discover missed expenses to lower your taxes & learn how to keep great accounting records.	80 Great Lakes Drive BRAMPTON 45 Red Maple Rd., RICHMOND HILL 3434 Lawrence Ave. E. SCARBOROUGH	Thurs. Oct. 26 Mon. Oct. 30 Wed. Nov. 15
How to Create A Blog	Find out why blogs are the hottest thing on the Internet & how to launch one.	3175 Highway #7E MARKHAM 5900 Mavis Rd. MISSISSAUGA	Thurs. Oct. 12 Wed. Nov. 1
Raising \$ For Your Biz	Learn where to get money for start-up or growth.	1881 Fairview St. BURLINGTON 17810 Yonge St. NEWMARKET	Wed. Nov. 8 Tues. Nov. 21
HYPE: Free Publicity for Your Biz	Find out how to get your business plenty of media exposure.	2160 Steeles Ave. W. CONCORD 250 Front St. E. TORONTO	Tues. Nov. 7 Tues. Nov. 28

STAPLES Business Depot

STAPLES Business Depot was founded in Toronto in 1991. It 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 ® Business Depot™ and BUREAU EN GROS™. The company has over 13,000 employees serving customers through more than 265 office superstores, catalogue, and e-commerce. STAPLES ® Business Depot™/BUREAU EN GROS™ 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.

About Staples

Staples, Inc. invented the office superstore concept in 1986 and today is the world's largest office products company. With 69,000 talented associates, the company is committed to making it easy to buy a wide range of office products, including supplies, technology, furniture, and business services. With 2005 sales of \$16.1 billion, Staples serves consumers and businesses ranging from home-based businesses to Fortune 500 companies in 21 countries throughout North and South America, Europe and Asia. Headquartered outside of Boston, Staples operates approximately 1,780 office superstores and also serves its customers through mail order catalog, e-commerce and contract businesses. More information is available at www.staples.com.

About BizLaunch.ca

BizLaunch.ca is Canada's leading small business training company. It works with startups less than five years old, which includes people who are thinking about starting a business, preparing to launch or currently running one. The company's experienced small business owners train, advise and guide new entrepreneurs through products such as its 30-hour *Up & Running BizLaunch Program*, *Staples BizLaunch Seminars* and one-to-one *BizCoaching System*. BizLaunch has trained over 10,000 new entrepreneurs worldwide.

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