



that was easy.™



rien de plus simple.™

STAPLES Business Depot's Holiday Marketing Promotes Ease of Buying High Tech Gifts

Integrated Marketing Campaign Focuses on Hottest Technology and Best Brands

TORONTO, ON (November 15, 2007) – To remind shoppers just how *easy* holiday gift-giving can be, STAPLES Business Depot is launching a new multi-vehicle marketing campaign under the banner "That Holiday was Easy." Starting on November 19, Canada's largest supplier of office products will introduce new television, online and direct-mail advertising, all focused on the season's hottest technology gifts available at great prices and without any hassle at STAPLES Business Depot. The radio advertising campaign will begin on November 26.

"Our holiday marketing campaign reminds our customers that we stock a large assortment of the most popular technology items from GPS navigation devices, digital cameras, iPod/MP3 players, digital photo frames and laptops," said Lori Ross, vice president of marketing, STAPLES Business Depot. "Our customers are already familiar with our easy shopping experience, and everyday low prices, but we want them to know we're a great place to find holiday gifts for the entire family, too."

That Holiday was Easy

The newest STAPLES Business Depot Television commercial features the brand's signature humour and popular "easy" messaging in a style reminiscent of favourite holiday films from past decades. A hail of the hippest technology items, seemingly on a mission from another universe, interrupts an idyllic family holiday at home. Ultimately, the family's lively baby and his carefree pressing of the STAPLES Easy Button prove to be the culprit.

The commercials were developed by McCann Erickson and include a 30-second and 15-second version. The spots will promote a wide assortment of GPS navigation devices, digital cameras, iPod/MP3 players, digital photo frames and HP and Toshiba laptops all available at STAPLES Business Depot just in time for the holidays. The spots will begin airing nationally on Monday, November 19.

-more-

In addition to television advertisements, STAPLES' integrated marketing campaign features:

- Radio and online advertising as well as flyers focusing on the latest technology gifts and special offers
- Direct mail, e-mail and in-store signage targeting existing STAPLES Business Depot customers

About STAPLES Business Depot

Founded in Toronto in 1991, The Business Depot Ltd. 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 13,500 employees serving customers through more than 280 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 74,000 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 2006 sales of \$18.2 billion, Staples serves consumers and businesses ranging from home-based businesses to Fortune 500 companies in 22 countries throughout North and South America, Europe and Asia. Headquartered outside of Boston, Staples operates more than 1,900 office superstores and also serves its customers through mail order catalog, e-commerce and contract businesses. More information is available at www.staples.com.

-30-

For further information or copies of the new advertising campaign, please contact:

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

Lesley Kisil Ciciretto
Public Relations Specialist
STAPLES Business Depot
(905) 737-1147 ext. 2424
lesley.ciciretto@staples.ca