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Digital Cameras top this season's hottest gifts. *But do your research before you buy.... experts advise. Six Tips for buying Digital cameras*

Toronto, ON - November 26, 2004 - Digital cameras are among the hottest gifts this holiday season. But before you buy, Mark Shanahan, Merchandising Manager at STAPLES Business Depot, advises doing research and determining your needs. "Once you determine how the camera will be used, it will make it easier to determine what features should be considered.

Ask these key questions

- How will the camera be used? For taking pictures of family and friends or for pictures requiring high quality printing?
- How much picture storage is required? Will you store five pictures or want to store more?
- What type of picture quality is needed?
- What size camera will be the most convenient to use?
- How much control will the user want to determine settings? Point and Click or manual.

The answer to these questions will determine the storage or memory capacity of the camera, the resolution or clarity required and additional features, such as zoom capability and size of the camera body.

Six Buying Tips

1. *How Many Megapixels?* The megapixel (MP) is the resolution or clarity of the picture. In general, the more pixels the better the resolution of the picture. Cameras range from 2MP to 8 MP. For an average user, a 3MP camera is adequate.
2. *Memory:* Most cameras come with 16 megabytes with limited picture storage. A 32-Megabyte memory card in a 3 MP camera will store an average of five uncompressed pictures. Buying extra memory of 128 megabytes with a 3MP camera will yield an average of 21 pictures uncompressed.
3. *Features:* Look for pre-set automatic settings, such as 'sportsettings.' A sport setting is used to take pictures of fast moving objects. Check out how easy it is to change settings.
4. *Compatibility:* Most new cameras connect directly to a computer and a printer. It is strongly recommend buying cameras with 'PictBridge' that enables cameras to connect to any brand of printer that is PictBridge compatible.
5. *The view screen:* The bigger the screen for previewing photos the more battery power it takes. Buy for comfort and portability. The bigger the camera the more often you will leave it at home. The viewfinder is the more important feature than size of the view screen.
6. *Battery life:* Buy a camera with a recharge kit or purchase a docking kit to easily and quickly recharge.

Don't forget the accessories.

STAPLES Business Depot offers a bundled accessory kit that includes a deluxe camera case, a mini tripod, cleaning tools, photo paper and screen savers to protect your camera from scratches and help reduce glare,

About Business Depot

The Business Depot Ltd. 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 11,500 employees serving customers through more than 230 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 - on-line, by catalogue and in-store. In addition to the Canadian operation, Staples Inc. has stores operating in the United States, the United Kingdom, Germany, the Netherlands and Portugal.

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