

The new BlackBerry® PlayBook™ Tablet— From ‘in stock’ to ‘in your hands’ at Staples

For Immediate Release

Richmond Hill, Ont. (April 18, 2011) – Staples Canada will make sure that their customers are first in line to own the app-rocking, multitasking, flash-loving BlackBerry PlayBook tablet on Tuesday, April 19th. Most Staples stores will open doors that day at 7:00 a.m. to give everyone a chance to purchase or pick up pre-ordered PlayBooks before the workday has even begun.

The world’s first professional-grade tablet is the latest addition to Staples’ tech product assortment, and opening doors early on launch day is just one more way of helping to squeeze a bit more EASY into their customers’ busy workdays.

Easy Tech technicians will be on site to answer questions and provide set-up packages and services to ensure customers’ purchases are *ready to Play* before they leave the store.

EASY is the key that opens the door to a vast selection of technology, office products and services available to consumers, small businesses and large enterprise businesses. Access loads of information, as well as shop online at Staples.ca/PlayBook or Staplesadvantage.com.

About Staples® Canada

Staples, Canada’s largest office products company, is committed to providing Canadians with a wide choice of office services and products. Serving all types of business—from the small home office to large enterprise—Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples® Canada in all other provinces, the company employs over 15,000 associates at 320+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada’s top five Canadian companies in Marketing Magazine’s Marketing/Leger 2010 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros is also invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, and follow us on Facebook at www.Facebook.com/StaplesCanada and on Twitter at www.Twitter.com/StaplesCanada.

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