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Staples Rings ‘First Bell’ at NASDAQ to Kick Off Back-to-School Season with Lowest Price Guarantee

The latest trends, deals and rewards help customers #ThinkStaples

NEW YORK (July 12, 2016) – Staples, Inc. (NASDAQ:SPLS) rings ‘First Bell’ at NASDAQ to kick off the back-to-school season with a 100% lowest price guarantee, great rewards and stress-free shopping.

“When customers shop at Staples for back-to-school supplies they can be confident knowing we have the lowest prices, period,” said Steve Matyas, President of Staples North American Retail. “We offer the best selection of the top brands that parents, teachers and students want at the best prices. Plus we make shopping easier and stress free with our buy online and pick up in store option.”

Staples has all the back-to-school products that students need at the guaranteed lowest prices including:

- **Staples 100% Lowest Price Guarantee** - Staples [matches any competitors’](#) prices.
- **A Comprehensive Back-To-School Resource** – Staples.ca/backtoschool has helpful content and allows customers to browse and shop the latest products through its “Shop by Category” and “School Lists” features.
- **AIR MILES Reward Miles** - Customers and teachers can earn [AIR MILES reward miles](#) on all in-store and online purchases. Plus, they can earn Bonus AIR MILES reward miles throughout the season. On August 27 customers can get 20X AIR MILES when they spend \$100 or more at any Staples retail location.
- **Weekly Deals** - Staples will feature deals in its weekly flyer and online at flyers.staples.ca

Throughout the season, parents, students and teachers can join the conversation around the latest trends, deals and back-to-school hacks using [#ThinkStaples](#).

Easy Back-to-School Shopping

No matter how customers want to do their back-to-school shopping, Staples offers easy ways to shop in more than 300 stores, online at Staples.ca or through their mobile app.

Supporting Teachers through Teacher Appreciation Days

Staples recognizes the critical role of teachers through the [Teacher Appreciation Email Program](#). To acknowledge the importance of educators in the lives of Canadian students, Staples has 3 dedicated Teacher Appreciation Days taking place on August 27, September 3 and September 10, 2016 (dates differ in Quebec and Saskatchewan) where teachers can save 15% off most in-store purchases, 10% off technology, plus they can save 10% on any other day between August 22 and September 11.

Helping Students go Back-To-School with Everything They Need

With a goal to raise \$1.7 million for students in need, the [Staples School Supply Drive](#) will take place from July 27 to September 11, 2016. The campaign, endorsed by Katy Perry, is the company’s key back-to-school charitable program with donated supplies and funds staying in local communities across the

country. In Quebec, the campaign will take place from July 23 to September 4, 2016 with funds going directly to Club des petits déjeuners, a registered charity that provides breakfast to children at school.

About Staples Canada/Bureau en Gros

Staples Canada/Bureau en Gros makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online, on mobile devices, or through the company's innovative buy online, pick up in store option. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Copy and Print services. Consistently ranked as one of Canada's top ten companies in Marketing Magazine's Marketing/Leger Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service. Staples Canada/Bureau en Gros also is 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, or visit us on [Facebook](#) and [Twitter](#).