

‘Staples Guy’ makes Canadian Debut

New face of Staples comes to Canada to launch back-to-school season

Toronto, ON, July 14, 2015 – Staples Canada today announced the debut of Staples Guy in its 2015 back-to-school commercial. Staples Guy represents the company’s experienced associates and commitment to service, customer care, accessibility and affordability. Staples Guy was first launched in the United States, February 2015.

“Like our associates, Staples Guy helps our customers and satisfies their needs,” says Craig Taylor, senior vice president of e-commerce and marketing at Staples Canada. “Staples makes it easy to shop for students in elementary school through college, whether it’s on staples.ca or in-store with our amazing associates.”

The fully integrated campaign targets moms and will be available for preview on youtube.com/staplestv in late July. It will feature 1 brand spot and a series of 15-second product-centric spots. The first features Staples Guy and a detail-oriented mom who comes into the store looking for everything on her list. Staples Guy is there to help and ready to provide her with the peace of mind that Staples has everything she needs to ensure her kids are 100% ready for back-to-school, at the lowest prices.

This campaign also marks the introduction of a French-speaking personality, ‘Guy de Bureau en Gros’.

This year Staples will be delivering a diverse multichannel campaign that will include radio, various digital placements, pre-roll, social media as well as a custom influencer program. TV is planned nationally on both conventional and specialty channels.

For a behind the scenes look at the filming of the commercial, follow @StaplesCanada on [Twitter](https://twitter.com/StaplesCanada) and [Instagram](https://www.instagram.com/staplescanada).

Staples Guy is part of the retailer’s commitment to providing an amazing selection and an easy back-to-school experience for teachers, parents and students. Staples is 100% ready with:

A Lowest Price Guarantee

- The Staples Back-to-School 100% Lowest Price Guarantee gives shoppers the lowest prices by matching any competitors’ prices
- Throughout the season, Staples will feature deals in its weekly flyer and online at flyers.staples.ca

Teacher Appreciation Days

With the Teacher Appreciation Program, teachers can save even more on their back-to-school needs. Staples has 3 dedicated Teacher Appreciation Days where teachers can save 15% off most in-store purchases, 10% off in-store electronics, plus they can save 10% on any other day between August 24- September 13 (dates differ in Quebec).

AIR MILES Reward Miles

Customers and teachers can earn AIR MILES Reward Miles on all in-store and online purchases. Plus, they can earn AIR MILES Bonus Miles in-store and online as featured in Staples’ [weekly flyers](#) and through exclusive offers received as an email subscriber.

Easy Back-to-School Shopping

To make back-to-school shopping online even easier, Staples Canada will launch its annual Back-to-School Centre on July 18. The site, staples.ca/backtoschool, features helpful content and allows customers to browse and shop the latest products through its “Shop by Category” feature.

No matter how customers want to do their back-to-school shopping, Staples offers easy ways to shop in any of its more than 300 stores, staples.ca, the Staples mobile app or even a combination of buy online and pick-up in store.

For more information, visit staples.ca and join the conversation using #BTSready.

About Staples Canada

Staples 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. Headquartered outside of Boston in the United States with offices in Toronto, Canada, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (Nasdaq: SPLS) is available at www.staples.com and www.staples.ca.

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