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FOR IMMEDIATE RELEASE

Attn: Business/Consumer/Retail Editors

STAPLES 2010 BTS Hot Products: New Trends and an Emphasis on the Environment

Richmond Hill, ON, July 21, 2010 - Every September brings a new start for students everywhere! They get fresh haircuts, update their wardrobes and seek out the best school supplies for the coming season.

A binder, backpack and math accessories are essential needs, but STAPLES Canada leads the way by offering school supplies with fashion, eco-responsible and innovative qualities included in the mix.

Calculators:

Math is important—and can be fun too! The 'Number Cruncher' series, exclusive to STAPLES, offers a lighter look for standard calculators, with **lizard-** and **foot-shaped** models (constructed with magnetic backing for use in lockers). Also available is a **guitar-shaped** model with backpack clips, and a **12" x 20" novelty** calculator, also a STAPLES exclusive.

Geometry Sets:

As always, STAPLES offers a wide choice of **traditional**, tin-boxed geometry sets, equipped with protractor, compass, ruler and more. For something a little different, is the **Hilroy Compact Math Set**. Exclusive to STAPLES, is packaged in a smaller case with frosted see-through top and contains all the accessories found in the traditional version.

WRITING IMPLEMENTS:

Pencil Crayons:

For those with artistic appetites, STAPLES, with Staedtler, carries a pencil crayon series in a set of 24, vibrant colours.

Pilot Frixion Pen:

Mistakes happen, but they can be fixed! The Frixion pen comes with heat-sensitive ink, which is erasable without leaving behind any debris on the page.

BINDER SERIES:

Fashion Zipper Binder:

Binders have come a long way and students can show their fashion sense with our series of three designs. Storage pockets on the outside and an expanding storage pocket inside makes the **Fashion Zipper Binder** functional as well. Exclusive to STAPLES.

Multi-Access Zipper Binder:

Contains an expanding file with six pockets, as well as an interior organizer pocket, a mesh-zipper pouch and elastic loops for pens/pencils.

Five Star Premier Zipper Binder:

Exclusive to STAPLES, the **Five-Star Premier** binder contains a storage pocket on the outside, mesh-zipper pockets and interior storage for filing, pens/pencils and keys.

Flex Binder:

The 1.5" rings carry Trulock[®] ring protection against misalignment. Also featured: a velcro closure, exterior pocket and interior zipper pocket, two storage pockets and loops for pens/pencils. A STAPLES exclusive.

Five Star Style Zipper Binder:

With an exterior zippered storage pocket and an expanding pocket on the inside, this 1.5" ring binder also contains a bonus three tabbed poly dividers and is a STAPLES exclusive.

Roots Recycled Zipper Binder:

This 1.5" ring binder with two interior portfolios is made of 100% chipboard, 30% post-consumer waste. There's additional storage inside, plus pen/pencil loops.

Hilroy Customizable Binder:

This binder is made for doodling! It comes with a set of four coloured markers so students can put their unique stamp on the black-lined, white-surfaced cover. Change pouch and interior storage pockets are included.

Zip-It Tote:

One long zipper shaped into a handy bag, this tote is exclusive to STAPLES.

Roots Notebook:

Made of 30% post consumer waste, this 80-page notebook is available in two designs.

Hilroy 80-Page Coil Book with exclusive STAPLES offer:

This STAPLES exclusive comes with a fifty-cent discount toward your purchase of any Five Star paper refill – only at STAPLES.

TECHIE TOOLS:

2 GB USB Drive:

So handy for managing computer files, this memory stick is exclusive to STAPLES.

M305M310 Logitech Mice:

Available in four different patterns, these fashion mice will dress up any workstation.

Office Home & Student 2010:

This popular software program can handle everything from simple documents to video editing.

Omnitech Digital Voice Recorder:

This pocket-size player holds up to 4 GB of music, includes an FM radio tuner and has recording capabilities. Comes with headphones, USB cable, telephone recording options, an external microphone and a wall-outlet adapter. Exclusive to STAPLES.

Seagate 250 GB Expansion External Portable Hard Drive:

You can save millions upon millions of documents... or a few really big ones!

MUST-HAVES:

Westcott KleenEarth Scissors

An eco-friendly choice, (with handles made from 70% recyclable material and eco-responsible packaging). These stainless steel scissors are available in two versions, for the beginning or more-experienced artist.

Westcott Kleenearth Eraser:

Made from 100% post-manufactured content with Microban technology, an eraser is an 'environmentally responsible' thing of the past.

30 CM Westcott Kleenearth Rulers and Protractors:

Made from 70% recyclable content and antimicrobial protection, students will be able to draw the straightest lines and the most exact angles.

About STAPLES Canada

Founded in Toronto in 1991, STAPLES Canada Inc. is Canada's largest everyday low price supplier of office supplies, business machines, office furniture and business services for the small business and home office customer. The chain operates stores in all provinces across Canada under the banners STAPLES® Canada and Bureau en Gros^{MC}. Marketing Magazine's

Marketing/Leger 2009 Corporate Reputation Survey ranked STAPLES Canada/Bureau en Gros in the top five. The company has over 13,500 employees serving customers through more than 320 office superstores, catalogue, and e-commerce. STAPLES/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.

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For Information contact:

Rachel Swiednicki
Public Relations Specialist
STAPLES Canada
(905) 737-1147 ext. 2714
rachel.swiednicki@staples.ca

Randy Cooray
Marketing & Communications Assistant
STAPLES Canada
(905) 737-1147 ext. 2363
randy.cooray@staples.ca