



that was easy.®



rien de plus simple.™

For Immediate Release

**STAPLES Canada "TALKS THE TALK AND DANCES THE DANCE"
DURING THE BACK-TO-SCHOOL SEASON**

Glee star, Heather Morris, helps Canada's largest office supply retailer celebrate the Most Wonderful Time of the Year

Richmond Hill, ON – July 27, 2011 – Staples, Canada has put a whole new spin on their traditional advertising campaign by stepping out with a new version of their "Most Wonderful Time of Year" commercial, which features Glee cast member, Heather Morris, who plays Brittany Pierce on the hit show.

"She is the perfect fit for our campaign. Her upbeat personality and great dance moves bring our theme song to life. Parents and students alike will be tapping their feet as they gear up for the back-to-school season," said Sandy Salmon, Director of Advertising for Staples Canada.

The commercial first airs on August 1, and viewers will have fun watching Morris—accompanied by the Staples Dancers—show her dance moves in the aisles to a ramped up version of the song, It's The Most Wonderful Time of the Year.

"We filmed the commercial in a local Staples store," Salmon continued, "And we think it will be a real hit with both students and parents, thanks to the fresh and playful spirit of optimism it exudes."

Fans can watch out for our exciting Facebook contest on www.Facebook.com/StaplesCanada. Fans can vote on their favourite dance from the commercial with Heather Morris.

The commercial will be live on Staples Canada YouTube as of August 2, visit www.youtube.com/staplestv

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 Gros^{MC} 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

-30-

For Information contact:

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

Randy Cooray
Public Relations Specialist
Staples Canada
(905) 737-1147 ext. 2712
randy.cooray@staples.ca