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August 17, 2010

Canadians can grab Back-to-School Essentials for Under a Dollar, all Summer Long

Staples Canada gives Canadians the widest Back-To-School assortment at unbeatable prices

Richmond Hill, ON – August 17, 2010, – A recent STAPLES® Canada and Angus Reid Public Opinion survey found that over half of Canadians will travel to their nearest STAPLES location to pick up all their Back-to-School supplies.

“Parents, teachers and students are always looking for good value when shopping for their back-to-school needs. This year, over half of Canadians are planning to shop at STAPLES for back-to-school supplies and we intend on making sure they’ll find the greatest selection and the best value,” said Steve Matyas, President of STAPLES Canada.

Each year, STAPLES Canada reduces prices on loads of back-to-school essentials to see that school-aged children are able to acquire the back-to-school essentials they need at reasonable prices.

“Offering great products and great prices is part of who we are as a business,” continued Matyas. “We are pleased to offer many of your key back-to-school items for under a dollar.”

Beginning August 4, 2010, Staples Canada will offer the following products for under a dollar and you can check in future weekly flyers and in-store for more items under a dollar throughout the Back-to-school season.

<i>Hilroy 4-pack exercise books</i>	WAS 1.58 NOW .25
<i>Crayola 24-pack crayons</i>	WAS 1.86 NOW .80
<i>Staples 10-pack pencils</i>	WAS .99 NOW .25
<i>Hilroy 80-page notebook</i>	WAS 1.00 NOW .15
<i>Staples 6-pack pen-style highlighters</i>	WAS 3.84 NOW .99

(continued)

Staples Low Price Guarantee

In addition to offering back-to-school essentials for under a dollar, the retailer reminds customers about their **110-percent Low Price Guarantee**, a successful price-match program STAPLES launched in 2005.

“Our low-price guarantee is our way of showing Canada that our prices will not be beat,” said Matyas, “We are listening to our customers’ concerns, and are taking affirmative action on how we can better serve them.”

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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^{MC} 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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