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CANADIAN RETAILER OFFERING FACEBOOK AND TWITTER FOLLOWERS A NEW LAPTOP AND A DAY AS THE PRESIDENT OF STAPLES CANADA

Take a picture with the Easy button and you could win a trip and a laptop computer

Richmond Hill, ON, November 15, 2010 – 80 per cent of Canadians who use social media are on Facebook, and now, you can follow Canada’s largest office supply retailer on Facebook and Twitter as well – Do so and you could win a laptop complete with software, and a day as the president of Staples Canada.

One lucky Staples Canada Facebook and Twitter follower who posts a picture or video with the Easy button in it has a chance to win an HP laptop with Microsoft Office Suite, and spend a day with the president of Staples Canada (excluding Quebec). “Canadians are a plugged-in society, and very much interested in anything to do with social media. On October 16th, we launched our social network pages to inform customers about promotions and deals, and any social corporate giving news, as well as invite them to communicate with us,” said Jameel Lalji, innovation and business consultant for Staples Canada.

“We’ve seen some great examples of people taking pictures with the Easy button around the globe. For example, it has been to the top of Mount Kilimanjaro and in the delivery room while a woman gave birth. We want to see people be creative – maybe underwater deep sea diving or in a jet. Who knows – the sky’s the limit,” continued Lalji.

Staples will fly the winner to Toronto for the day, where they will be presented with a new software-loaded laptop and spend the day with the president. To learn more, visit www.facebook.com/StaplesCanada or www.twitter.com/StaplesCanada.

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/Bureau en Gros in the top five. The company has over 13,500 employees serving customers through more than 330 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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