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For Immediate Release

RETAILER SERVING UP HOT AND FRESH TECHNOLOGY FOR THE HOLIDAYS

Staples Canada offers consumers a tech selection to beat all others

Richmond Hill, ON, November 29, 2010 – Staples' television holiday commercial is putting a new twist on serving turkey dinner. The new television ad campaign has Mom serving up a traditional turkey on her laptop, while the children enjoy their vegetables and trimmings on their mini netbooks and notebooks.

"It's a creative twist on the traditional holiday meal. Staples serves up tech for the entire family and it's one of our most creative spots yet. We did a lot of work with computer graphics and used over 30 laptops for filming. We are also expanding the campaign online and in-store," said Sandy Salmon, Director of Advertising for Staples Canada.

A Staples Canada and Angus Reid Public Opinion survey* found that 71 per cent of people are considering buying technology or personal electronics as holiday gifts. "We know tech is popular on many people's wish lists this year. When you enter our stores, you'll see our huge variety of laptops and netbooks, and can speak with our knowledgeable associates," said Salmon.

To watch the commercial, visit Facebook.com/staplescanada or YouTube.com/staplestv.

*On October 6, 2010, Angus Reid Public Opinion conducted an online survey among 1,012 randomly selected Canadian adults who are Angus Reid Forum panelists. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada.

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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