

**SPOTTED IN AISLE 6:
SHOPPING CART DANCERS
SUPPORTED BY STAPLES MULTICHANNEL MEDIA CAMPAIGN**

TORONTO, ON (July 28, 2014) – Staples Canada launches its biggest media buy – and campaign – of the year today, to launch the Back-to-School season.

The Back-to-School advertising and media campaign will move across multiple media, including network and specialty channel television, radio, e-mail marketing, online and digitals, social media, in-store POS, flyers and micro-sites. The campaign features nationwide community relations and public relations activities such as the Annual Staples School Supply Drive; a partnership with the Breakfast Club of Canada; special blogger and media events in Toronto and Montreal and Katy Perry’s Prismatic World Tour which supports the Annual School Supply Drive. Katy Perry is also featured in a series of public service announcements that promote the Annual School Supply Drive.

The core creative for television is built on Staples’ Make 15 Seconds of Fame Happen, a North-American-wide contest that captured consumer-generated renditions of the shopping cart dance – where shoppers pretend to pull product off the shelf and place it in their real or make-believe shopping carts.

“Engagement is key to this campaign,” said Sandy Salmon, Director of Advertising at Staples Canada. “Why dancing shopping carts? Simply because I would defy any parent who is handed a list of school supplies for the coming year to go through Staples without a cart. There’s just so much to buy to prepare for the first day of school so we’ve got to keep things light and fun.”

Related links:

- Watch shopping cart dance here: www.youtube.com/watch?v=wcO7JDv5z5Q
- Watch the Staples Annual Supply Drive Public Service Announcement featuring Katy Perry: www.youtube.com/watch?v=7c0U34VRztE
- Visit Staples’ School Supply Drive microsite: www.staples.ca/supplydrive
- Visit Staples’ Back-to-School Centre: www.staples.ca/backtoschool
- Fans can join and follow the conversation on Twitter using the hashtags #makeroarhappen and #goingback.

About Staples Canada

Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it’s in-store, online or on mobile devices. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Copy and Print services and, of course, school supplies. Headquartered outside of Boston with regional offices in Toronto, Laval and Vancouver, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (SPLS) is available at staples.ca.

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