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### For Immediate Release

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## **New Staples Online Storefronts Provide Easier Navigation, Faster Performance, Personalized Deals, More Ways to Shop**

*World's second largest internet retailer's new North American user experience simplifies product search and purchase*

**FRAMINGHAM, Mass. (October 23, 2013)** – Staples (NASDAQ: SPLS), the world's second largest internet retailer, announced today the launch of a new user experience on Staples.ca and Staples.com, featuring easier navigation, faster check-out, and even more products, deals and ways to shop, all in time for the holiday season.

“Customers will notice the improvements on the new Staples online storefronts right away, from the modern and clean design, to the page load time and search results,” said Faisal Masud, executive vice president, global e-commerce, Staples. “We overhauled the entire user experience to make it easier for shoppers to find the right products, and the new functionality also lets Staples serve-up more relevant deals and personalized pricing.”

The new Staples online storefronts feature a simplified look and feel, with less text and larger images, and better integration with Staples Rewards in the U.S. The dramatically improved site speed and overall performance, including better search functionality, makes it faster for small business customers to get the products they want and holiday shoppers to find gifts for everyone on their list.

With its acquisition of Runa, a San Mateo-based software company that specializes in personalizing a customer's shopping experience, Staples will now be able to offer more dynamic pricing. Staples also price matches items sold and shipped by Amazon.ca and other online retailers, and starting November 3 in the U.S., the Staples Price Match Guarantee will now begin to price match items sold by Amazon.com or any retailer who sells products in both retail stores and online under the same brand (some exclusions apply).

As part of this site redesign, Staples will also launch new versions of its mobile website and mobile app in the coming months. Ultimately, the Staples online storefronts will be fully

integrated with the company's mobile platforms to present a seamless experience for the customer, allowing them to start and finish shopping wherever and whenever they want, and take advantage of features like a smartphone's GPS to find their closest retail location, so they can easily reserve a product online and pick it up in a store (U.S. only).

### **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 GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 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 also is 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](http://www.staples.ca) for more information, or visit us on Facebook and Twitter.

### **About Staples:**

Staples is the world's largest office products company and second largest internet retailer. For 27 years, Staples has served the needs of business customers and its vision is to provide every product businesses need to succeed. Through its world-class retail, online and delivery capabilities, Staples offers office supplies, technology products and services, facilities and breakroom supplies, furniture, copy and print services and a wide range of other product categories. With thousands of associates worldwide dedicated to making it easy for businesses of all sizes, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at [www.staples.com](http://www.staples.com).

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