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## FOR IMMEDIATE RELEASE

### Winner of Staples Canada “GO ECO” contest will drive away with 2012 Toyota Prius c

- Giveaway part of Staples Canada “Easy on the Planet” environmental program
- Prius c, newest member of Prius hybrid family, is Canada’s most fuel-efficient vehicle without a plug

**RICHMOND HILL, ON, April 11, 2012** – Staples Canada is celebrating Earth Day and raising awareness for sustainability this spring through a special “GO ECO” contest, which offers customers the chance to win environmentally friendly prizes.

One lucky entrant will win the grand prize of an all-new 2012 Toyota Prius c – the newest member of the Prius family of vehicles that are moving hybrids to the mainstream in Canada. It’s the smallest Prius yet. The “c” stands for city because it’s designed to maneuver the cityscape with nimble handling and responsive steering. At the same time, the Prius c offers combined fuel efficiency of 3.7 litres per 100 kilometres. That makes it Canada’s most fuel-efficient vehicle without a plug, the ideal choice for anyone wanting to GO ECO.

“The Prius c delivers exceptional value for anyone looking to enter the hybrid market,” said Stephen Beatty, Managing Director, Toyota Canada Inc. “With a smart design, advanced powertrain and innovative in-car technology, this is a car that’s as fun to drive as it is helpful to the environment.”

The contest runs from April 11 until May 31. People can enter at any Staples store in Canada or online. The Prius c winner will be selected in a random draw.

Customers will receive a bonus entry each time they use a Staples reward card during the contest period. Customers who visit and “like” Staples Canada on [Facebook](#), as well as for those who follow Staples Canada on [Twitter](#), will also receive bonus entries.

In addition to the Prius c, there will also be two other major prizes. The person winning the draw for second place will receive a Toshiba Satellite Ultrabook Z830, while the third-place winner will receive an Epson WorkForce Pro WP-4540 all-in-one printer. Plus, special social media prizes will be awarded each weekday during the contest. Anyone who re-tweets in relation to GO ECO or shares GO ECO information on Facebook will be eligible to win an 8GB USB Flash Drive with 100% bamboo casing.

“Staples Canada has a commitment to ‘go easy on the planet’ and the GO ECO initiative is an exciting way to encourage as many Canadians as possible to join us,” said Rick Atkinson, Vice President of Marketing for Staples, Canada. “Our environmental efforts cover a wide range of activities, including developing and sourcing environmentally responsible products, devising programs to eliminate waste and taking strong measures to reduce energy use. In addition, our position as Canada’s largest office products company provides a great opportunity to increase environmental awareness and this contest is a fun way to do that.”

### 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 320+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada’s top five Canadian companies in Marketing Magazine’s Marketing/Leger 2010 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 is

also 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, and follow us on Facebook at [www.Facebook.com/StaplesCanada](http://www.Facebook.com/StaplesCanada) and on Twitter at [www.Twitter.com/StaplesCanada](http://www.Twitter.com/StaplesCanada).

**About Toyota Canada Inc.**

Toyota Canada Inc. (TCI) is the exclusive Canadian distributor of Toyota, Lexus and Scion cars, SUVs and trucks. Toyota offers the most fuel efficient passenger car fleet in Canada, led by the industry's largest selection of advanced technology vehicles such as the Toyota Prius. With a rich history of respect for the environment, Toyota Canada Inc. and its Dealerships align with like-minded organizations including Evergreen and through the Toyota Canada Foundation, Earth Day Canada and Scientists in School, to make things better where we live, work and play. TCI's head office is in Toronto, with regional offices in Vancouver, Calgary, Montreal and Halifax and parts distribution centres in Toronto and Vancouver.

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For more details about Toyota Canada Inc., including a full list of media contacts, digital images and product details, please visit [media.toyota.ca](http://media.toyota.ca).