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Staples Hosts First-Ever Back-to-School Supplies Fashion Show and Highlights the Season's Trendiest Products, Colors and Patterns

Event Spotlights Organization and Style While Benefiting Boys & Girls Clubs of America

FRAMINGHAM, Mass. (August 7, 2007) – Flash bulbs met flash drives, the runway met the ruler and school met style at Staples, Inc.'s (NASDAQ: SPLS) first-ever back-to-school supplies [fashion show](#) at the Helen Mills Studio today in New York City. Hosted by actress, *Dancing with the Stars* alum and fashionable mom, Lisa Rinna, the event featured Staples' wide selection of back-to-school products – including organizational tools, hip new technology and an unparalleled selection of hot new colors and exclusive patterns. At the show, the top back-to-school products for the season were modeled by members of Boys & Girls Clubs of America, ranging in age from 8-16-years-old. Staples then donated all of the school supplies featured in the fashion show, an estimated value of more than \$13,000, to Brooklyn's Madison Square Boys & Girls Clubhouse to prepare the kids to head back to school.

“As a mother of two, I understand the emphasis kids place on starting the school year in style,” said celebrity mom, Lisa Rinna. “Now is the best time to prepare students for an organized and successful year with supplies that help them look great and perform at their peak. Today’s first-of-its-kind event was a unique way to showcase Staples’ back-to-school supplies that help students get organized their own way, while benefiting a very worthy cause.”

From binders to backpacks, from acid lime tones to zebra stripes, event guests saw firsthand what’s sure to be ["runway" best sellers for back to school](#), and how Staples is making it easy for teens to personalize, customize and organize in a way that works best for them. After arriving and entering the “lunch line,” attendees settled into their desks to begin lessons on style and organization.

First up, Boys & Girls Clubs of America members, Kristen and Kiara, kicked off the show with a color assortment of Staples® better binders™. Next, 12-year-old, Christian, showcased some of the hot, new Staples branded designs, including notebooks and folders. Following this group, Ereck picked out a few of his favorite pens to share with the audience. One by one, Boys & Girls Clubs of America members modeled this year’s “must haves” for the back-to-school season. Other products highlighted at the event included Vaultz™ pencil cases, Dickies® backpacks, Crayola® Total Tools, the LockerMate® Lighted Vanity and Staples Splat calculators. It was an event that truly showcased Staples’ back-to-school mantra: “Totally Organized; Totally Easy.”

How Staples is Making Back-to-School Shopping Easy

To make sure all students have the opportunity to go back to school in style, Staples is offering great values for customers for the back-to-school season, which include hot buys every week. Staples is also carrying its widest selection of school supplies ever. This year, Staples tripled the selection of patterns and colors with the addition of [13 exclusive patterns and 12 new colors](#). These new colors and patterns are featured across a wide array of high-tech and organizational products, giving students multiple options to personalize, customize and organize in a way that works best for them.

“We’ve listened to teens, and we know they’re looking for a wide selection of fashion-forward, quality products to organize themselves for the back-to-school season,” said Shira Goodman, Staples’ executive vice president of marketing. “To meet their needs, we’ve increased our product offerings in bold new colors and patterns so teens have all of the tools that enable them to personalize and customize their look.”

“Rock Your Locker” Offers Interactive Online Experience for Teens

To help create an online community for students during the critical back-to-school season, Staples recently launched the [“Rock Your Locker”](#) Web site. Visitors to www.RockYourLocker.com are offered the opportunity to enter a sweepstakes for the chance to win 1,500 prizes every day, which

include a limo ride to school for one week, MP3 players, cell phones and free gas. “Giving back” prizes are incorporated as well, helping students put on their philanthropic hats with the chance to win donations in their names to charities of their choice. In addition, the “Rock Your Locker” Web site has interactive features such as a “rock your personality” quiz. For more information or to view the sweepstakes site, visit www.rockyourlocker.com.

Visit www.staples.com/btspr for even more back-to-school information and photos.

About Staples

Staples, Inc. invented the office superstore concept in 1986 and today is the world's largest office products company. With 74,000 talented associates, the company is committed to making it easy to buy a wide range of office products, including supplies, technology, furniture, and business services. With 2006 sales of \$18.2 billion, Staples serves consumers and businesses ranging from home-based businesses to Fortune 500 companies in 22 countries throughout North and South America, Europe and Asia. Headquartered outside of Boston, Staples operates more than 1,900 office superstores and also serves its customers through mail order catalog, e-commerce and contract businesses. More information is available at www.staples.com.

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