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# Katy Perry and Staples Unveil Public Service Announcement to

# Celebrate and Support Teachers Across America

# *Staples Made a $1 Million Donation to DonorsChoose.org and*

# *Is Encouraging Customers to Donate In-Stores or Online*

# FRAMINGHAM, Mass. (June 23, 2016) -- Staples, Inc. (NASDAQ: SPLS) is building on its long-standing commitment to supporting education and helping teachers bring learning to life for students with the debut of a [new public service announcement](https://youtu.be/vRJkKbdxYeY) (PSA) starring superstar Katy Perry. Driven by a statistic from the Education Market Association that an estimated 99.5 percent of all public school teachers use their own money to equip their classrooms, frequently at a cost of more than $400 per year, Staples and Katy Perry have teamed up to inspire the public to help classrooms in need by making a donation in Staples stores or online.

# “I believe in education as a foundation for a great life, so I want to make sure that students across the country are inspired by their teachers and afforded every opportunity to realize their dreams,” said Katy Perry. “When I teamed up with Staples in 2014, I learned firsthand how desperately teachers need our support – many of them even dig into their own pockets to provide simple tools that we would expect to already be available in our classrooms. So when Staples approached me again this year, I jumped at the opportunity because I saw the lasting effect our collaboration had on DonorsChoose.org and thousands of teachers and students.”

# The PSA highlights DonorsChoose.org – a charity that has funded more than 700,000 classroom projects for teachers and has positively affected more than 18 million students across the country – and encourages viewers to make their own donations by visiting a local Staples store or

# [StaplesForStudents.org](http://www.staplesforstudents.org).

# “Knowing the crucial role that teachers play in bringing learning to life for students, we’re excited to join forces with Katy Perry to raise awareness of the need to support teachers across the country,” said Frank P. Bifulco, Jr., executive vice president global marketing, Staples. “Through Staples’ $1 million donation and contributions from customers in stores and online to DonorsChoose.org during the back-to-school season, we can all help teachers make more happen in classrooms.”

# Making of the PSA

# The PSA, (https://youtu.be/vRJkKbdxYeY) which begins airing nationwide for the back-to-school season, was filmed in Los Angeles by renowned production company RSA Films. It was directed by Aya Tanimura, who has previously collaborated with Katy Perry on lyric videos for several hit singles including “Roar,” “Unconditionally” and “Birthday.” The script was developed by the Staples Creative Agency with input from Tanimura while animation was completed by Open The Portal.

# Tanimura’s unique creative treatment for the back-to-school-inspired project incorporates stop-motion animation featuring paper cut-outs throughout the playful and colorful PSA. Katy Perry is awed as an imaginary doodle world suddenly comes to life, while she shares a personal anecdote from her time as a 4th grader in music class. Perry goes on to talk about the harsh reality that many teachers face on a daily basis, having to spend their own money to provide adequate supplies and equipment to students.

RSA Credits: Director: Aya Tanimura; Executive Producer: Jules Daly; Executive Producer: Marjie Abrahams; Head of Production: Elicia Laport; Producer: Alejandra Quesada; Director of Photography: Welles Hackett.

Staples Creative Agency Credits: Derrick Wood, VP global creative director; Brian Distefano, director, group creative.

Open The Portal Credits: Animation Director & Animation Designer: Kangmin Kim; Executive Producers: Micah Cordy & David Braun; Producer: Pia Dulu; VFX: Jason Oshman, Cam Leeburg, Andrew Racho, Paul Evangelista, Larry Ho, Ashley Dunn-Martin; Music Composer: Barrett Slagle; Sound Design: Barrett Slagle; Props: George Metaxas.

# Win a $50,000 Scholarship and Chance to Meet Katy Perry

# Beginning June 26 through September 10, fans who spend $25 or more in any Staples store will receive a unique entry code on their receipt to enter the sweepstakes online at Staples.com/StaplesForStudents.

# One grand prize winner will win a $50,000 scholarship plus a trip for two to Los Angeles to meet superstar, Katy Perry. Four first prize winners and one guest each will also win air travel to Los Angeles, two nights stay and spending money to meet Katy Perry at the VIP Winners Celebration.

# Entries must be submitted before September 10, 2016 at 11:59 PM ET and entrants must be 13 years or older. Visit Staples.com/StaplesForStudents for official rules.

# The Staples for Students campaign has included school supply drives, support for teachers in classrooms, donations for education projects, classroom initiatives such as Designed by Students, and the sale of products that give back to communities and classrooms in need.

**About Staples, Inc.**

Staples retail stores and Staples.com help small business customers make more happen by providing a broad assortment of products, expanded business services and easy ways to shop, all backed with a lowest price guarantee. [Staples](http://www.staples.com) offers businesses the convenience to shop and buy how and when they want – in store, online, via mobile or though social apps. Staples.com customers can either buy online and pick-up in store or ship for free from Staples.com with Staples Rewards minimum purchase. Expanded services also make it easy for businesses to succeed with in-store Business Centers featuring shipping services and products, copying, scanning, faxing and computer work stations, Tech Services, full-service Print & Marketing Services, Staples Merchant Services, small business lending and credit services.

[Staples Business Advantage](http://www.staplesadvantage.com/), the business-to-business division of Staples, Inc., helps mid-market, commercial and enterprise-sized customers make more happen by offering a curated assortment of products and services combined with deep expertise, best-in-class customer service, competitive pricing and state-of-the art-ecommerce site. Staples Business Advantage is the one-source solution for all things businesses need to succeed, including office supplies, facilities cleaning and maintenance, breakroom snacks and beverages, technology, furniture, interior design and Print & Marketing Services. Headquartered outside of Boston, Staples, Inc. operates throughout North and South America, Europe, Asia, Australia and New Zealand.  More information about Staples (NASDAQ: SPLS) is available at [www.staples.com](http://www.staples.com).

**About DonorsChoose.org**  
Founded in 2000, DonorsChoose.org makes it easy for anyone to help a classroom in need.  Teachers at over 70 percent of all the public schools in America have created project requests, and more than 2 million people have donated over $425 million to projects that inspire them. Over 18 million students—most from low-income communities, and many in disaster-stricken areas—have received books, art supplies, field trips, technology, and other resources that they need to learn.

**About Ridley Scott and Associates**  
Founded by Ridley and Tony Scott in 1968, RSA Films has, for more than 40 years, been one of the world's leading commercial production companies.  Headed by President Jules Daly, RSA has created a legacy of excellence in commercials, music videos, features, television, branded content, VR and beyond that has expanded over the years to sister companies Scott Free, Black Dog Films, 3AM and Hey Wonderful.  Headquartered in Los Angeles, with offices in New York, London, Hong Kong and Shanghai, RSA has a roster of over 70 directors, including Ava DuVernay, Sam Mendes, Paul Feig, Jake Scott and Terence Neale. RSA has received numerous Cannes Lions, EMMY, BAFTA, AICP, CLIO, MTV and MVPA Awards since its inception. [rsafilms.com](http://www.rsafilms.com)