

It's showtime!
The MailMate appears on *The Office*. Lights! Camera! Cut!

Yup, the tabloids were right this time. Staples® MailMate™ will indeed debut on NBC's hit series, *The Office*. Although the script is top secret, we can reveal that some serious shredding will take place. Everything else, well, you'll just have to watch for yourself. It promises to be a ripping good time.

So tune in to NBC **Thursday, November 16, 8:30/7:30c**. To learn more about the Staples MailMate, visit www.staples.com/meanmachines.

Check out the *Boston Globe* article touting the MailMate's TV role:

Staples gets an 'Office' encore

Just over a year after a star turn in "The Apprentice," office-supply retailer **Staples Inc.** is gearing up for a prime-time TV encore.

According to Staples of Framingham, its new \$69.99 MailMate junk-mail shredder has been cast in a supporting role in the Nov. 16 episode of the NBC sitcom "The Office," a centerpiece of the network's Thursday night lineup and one of the most popular shows that consumers download from Apple Computer's iTunes store.

"The Office" cameo is no mere product placement, said Staples vice president Todd Peters; the Staples MailMate, which is billed as a defense weapon against identity theft, has been "integrated into the story line."

Peters will say little more because he doesn't want to give anything else away before the episode airs.

Staples isn't just content to get MailMate beauty shots in TV shows.

MailMate is prominently displayed in stores, and Staples has signed up identity theft expert Frank Abagnale, who, according to Staples, partly inspired the movie "Catch Me If You Can," to make appearances during a promotional tour on MailMate's behalf.

"The Office" isn't Staples' TV-show debut.

In April of 2005, Donald Trump, host of "The Apprentice," gave contestants the task of inventing an office product that would make it easy for people to clear up their clutter.

As digital video recorders such as TiVo gain popularity, many television viewers have become adept at skipping commercials.

That's a virtue of having the MailMate woven into the plot of an episode of "The Office."

"This TiVo-proofs our advertising," Peters said.