

A DAY MADE BETTER

Additional Ways OfficeMax Supports Educators

A Day Made Better is the launch of a focused commitment to support teachers. But teachers have always been an important audience for OfficeMax as well as a loyal customer segment. In fact, the Company has other programs in place that are designed to reduce a teacher's out-of-pocket spend.

- For instance, since 2004 OfficeMax has issued approximately \$20 million in rewards through its MaxPerksSM for Teacher Reward program.
- Through our Teacher Appreciation Events, OfficeMax has saved teachers more than in \$245,000 coupon redemptions, distributed more than 180,000 gift bags, and awarded more than \$175,000 worth of prizes.
- OfficeMax ran a special Free Lamination Thursdays special promotion for teachers during August and September. In total, we donated more than \$7 million in free lamination materials and services.
- Currently, OfficeMax is running a special donation campaign at all retail locations. All proceeds raised at OfficeMax retail stores will go to Adopt-A-Classroom for direct distribution to teachers within that store's community.