

**FOR IMMEDIATE RELEASE**

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Jeans Day at Novus Helps Kids Go Back to School in Style

- Office Depot Foundation Contributes Backpacks -

Minneapolis, September 2, 2008 — Novus Media Inc. and long-time client Office Depot helped hundreds of children head back to school in style this fall with new supplies, and it all started with a Jeans Day at work.

During the monthly Jeans Day fund raising event, Novus employees contributed \$5 each to wear jeans to the office. Novus matched the amount and donated all of the funds to the annual school supply program organized by low income support organization Person to Person in Minneapolis.

When Novus mentioned to long-time client Office Depot that a number of its employees would be driving a truck to the Office Depot Minnetonka retail store and purchasing pencils, crayons, notebooks, rulers, calculators, and other school supplies, Office Depot offered to donate 125 backpacks through the Office Depot Foundation's National Backpack Program. By the end of the year, Office Depot and the Office Depot Foundation will have distributed nearly 1.8 million backpacks filled with basic school supplies since the program began in 2001.



“Person to Person helps families throughout the Twin Cities achieve self-sufficiency through homelessness prevention advocacy and independent living skills education,” said Leila Erlandson, executive director, Person to Person. “The program helps prevent homelessness as families can avoid using their rent money to purchase the school supplies their children need each fall. And when kids have the tools they need for school, stress is alleviated and learning gets off to a strong start.”

“When Office Depot heard about Person to Person, and the generosity of Novus and its associates, we wanted to do our part and contribute backpacks to help the children in the area with the basic tools they need for school,” said John Mutch, district market manager for Office Depot. “Office Depot and the Office Depot Foundation are strongly committed to making a difference both in Minnetonka and the many areas around the world where we do business.”

The assistance of the Office Depot Foundation, Novus and other Twin Cities organizations enabled Person to Person’s back-to-school drive to provide school supplies to more than 400 children and adult learners.

More information on the community outreach programs of Person to Person and the Office Depot Foundation can be found at www.ptop.org and www.officedepotfoundation.org.

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About Novus

Minneapolis-based Novus is one of the largest U.S. media buyers, specializing in campaigns that utilize print and online media both individually and together. With more than 20 years of experience, Novus offers a comprehensive approach that achieves value through deep consumer insights, innovative strategy and solid media planning. Novus is unique in the industry for its focus on Trusted Content Consumers—audiences who respond to ads that appear within the trusted, locally relevant content of local and national newspapers, consumer magazines, websites and other digital properties. Visit www.novusmediainc.com or call 888-229-4656 to learn more about powering your next print or online campaign with Novus.

About Office Depot

Every day, Office Depot is Taking Care of Business for millions of customers around the globe. For the local corner store as well as Fortune 500 companies, Office Depot provides products and services to its customers through 1,680 worldwide retail stores, a dedicated sales force, top-rated catalogs and a \$5.0 billion e-commerce operation. Office Depot has annual sales of approximately \$15.4 billion, and employs about 49,000 associates around the world. The Company provides more office products and services to more customers in more countries than any other company, and currently sells to customers directly or through affiliates in 44 countries.

Office Depot's common stock is listed on the New York Stock Exchange under the symbol ODP and is included in the S&P 500 Index. Additional press information can be found at: <http://mediarelations.officedepot.com>.