

# Office DEPOT. OfficeMax®

## Office Depot, Inc. Announces New Advertising Agency of Record

March 2, 2017

BOCA RATON, Fla.--(BUSINESS WIRE)--Mar. 2, 2017-- Office Depot, Inc. (NASDAQ: ODP), a leading global provider of [office products, services, and solutions](#), today announced that it has reached a two-year agreement with Zimmerman Advertising, LLC as its advertising and media agency of record.

In addition to creative services, strategy and media responsibilities, Zimmerman will oversee the company's social media efforts including media buying for those channels while developing integrated, strategic marketing and advertising campaigns under the Office Depot and OfficeMax banners.

"Over the past few years, we have been focused on moving the Office Depot and OfficeMax brands forward. Now, we have our sights set on the future and identified Zimmerman's expertise and energy as the right fit for us," said Diane Nick, senior vice president of marketing for Office Depot, Inc.

Michael Goldberg, chief executive officer for Zimmerman Advertising, LLC, said the agency looks forward to working with Office Depot, Inc. again to "help drive growth."

According to Jordan Zimmerman, founder and chairman of Zimmerman Advertising, LLC, "It is with great pride that we welcome back Office Depot. Our team understands their culture and business and looks forward to making a difference for their company."

### About Office Depot, Inc.

Office Depot, Inc. is a leading global provider of products, services, and solutions for every workplace – whether your workplace is an office, home, school or car.

The company had annual sales of approximately \$11 billion, employed approximately 38,000 associates, and served consumers and businesses in North America and abroad with approximately 1,400 retail stores, award-winning e-commerce sites and a dedicated business-to-business sales organization – with a global network of wholly owned operations, franchisees, licensees and alliance partners. The company operates under several banner brands including Office Depot, OfficeMax and Grand & Toy. The company's portfolio of exclusive product brands include TUL, Foray, Brenton Studio, Ativa, WorkPro, Realspace and HighMark.

Office Depot, Inc.'s common stock is listed on the NASDAQ Global Select Market under the symbol "ODP."

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Office Depot, Inc.  
Julianne Embry, 561-438-1451  
[julianne.embry@officedepot.com](mailto:julianne.embry@officedepot.com)