

## OfficeMax Unveils Innovative Binder Series from [IN]PLACE(R)

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**Innovative Binder Series features a dynamic collection of unique binders and accessories that enable flexibility and organization for document storage**

NAPERVILLE, Ill., May 24, 2010 /PRNewswire via COMTEX/ --OfficeMax(R) (NYSE: OMX), a leader in office products and services, is unveiling the next generation of binders with the introduction of the Innovative Binder Series under the [IN]PLACE(R) brand. The collection features a series of dynamic, flexible products that work inherently together to offer customers an enhanced system for organizing, transporting and storing documents. The [IN]PLACE Innovative Binder Series includes its signature Poly Binder featuring a modern design with security straps, storage pockets and an easy-load spine, which is enhanced by the collection's accessories ranging from snap-close Document Envelopes to 3-pocket Binder Pouches to Snap-In Dividers with reusable tabs.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/officemax/44313/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100524/MM08690> )

"Through our [IN]PLACE product line, we're offering new and improved office organization products that enable our customers to do their best work in today's dynamic workplace environment," said Ryan Vero, Executive Vice President and Chief Merchandising Officer for OfficeMax. "Following customer research, we designed the [IN]PLACE Innovative Binder Series to address unmet customer needs with new features and capabilities that led to the development of a pioneering binder series offering innovation and organization at an affordable price."

The [IN]PLACE Innovative Binder Series includes the following products:

- **Poly Binder** secures documents with durable straps and features a storage pocket, easy-load internal spine and one-touch ring, available in 1," 1.5" and 2" sizes;
- **Document Envelopes** store documents in clear, snap-closure envelopes available in 3-packs;
- **Binder Inserts** come in various colors for binder color-coding and feature additional storage pockets and business card holder;
- **Snap-In Dividers** include clear and patterned dividers with reusable tabs that work with a dry-erase marker, available with five and eight tabs;
- **Easy Load Heavy Duty Sheet Protectors** preserve documents in clear sheet protectors that include an easy load side feature built in for easy access, available in 10-packs;
- **Binder Pouches** organize additional accessories. The small pouch contains three clear interior pockets; the large pocket is great as a portable pencil case.
- **Three Layer Pocket** offers added document storage and organization in a three-tier pocket.

The [IN]PLACE Innovative Binder Series was designed based on months of consumer research, which examined how customers were currently using binders - Planning, Project, Presentation and Reference - and identified key opportunities for improvement in Efficiency, Findability, Flexibility, Portability and Image. The resulting findings led to the development of a new binder solution for today's modern consumer. The Innovative Binder Series is available exclusively at OfficeMax stores nationwide.

In addition to [IN]PLACE, OfficeMax continues to expand its selection of innovative, affordable products through its collection of [private brands](#), which include [DiVOGA](#)(TM), [INFUSE](#)(TM), [TUL](#)(R), [\[IN\]PLACE\(R\) SYSTEM by Peter Walsh](#), [Brenton Studio](#)(TM), [Eastleigh](#)(TM), and [ENGAGE](#)(TM).

### About OfficeMax

[OfficeMax](#) Incorporated (NYSE: OMX) is a leader in both business-to-business office products solutions and retail office equipment. The OfficeMax mission is simple. We help our customers do their best work. The company provides [office supplies](#) and [paper](#) , in-store print and document services through [OfficeMax ImPress\(R\)](#), [technology products and solutions](#), and [office furniture](#) to consumers and to large, medium and small businesses. OfficeMax customers are served by more than 30,000 associates through direct sales, catalogs, e-commerce and more than 1,000 stores. For more information, visit [OfficeMax.com](#).

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