

Office Depot Launches New Viking E-Commerce Web Site in Ireland; Introduction Marks the 15th Unique Web Site Around the World

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DELRAY BEACH, Fla., Feb 19, 2002 (BUSINESS WIRE) -- Office Depot, Inc. (NYSE:ODP), the world's largest seller of office products, announced that Viking Office Products, its wholly-owned subsidiary, has launched a new e-commerce Web site for its customers in Ireland under the URL <http://www.vikingdirect.ie>. The Company now offers 15 unique Web sites in ten countries around the world.

The new Web site incorporates many innovative features including Quick Order by Stock Number, which enables customers to enter catalog product codes directly onto an online order form that provides added convenience and speed for online customers; and Supplies QuickFind, which helps customers identify the correct ink cartridges, ribbons or toners needed for their business machines. The site also functions on real-time stock information, keeping track of what is actually available and in stock. By leveraging the Company's existing mail order infrastructure including merchandising, warehousing and distribution, customers will be provided with the highest level of customer service when ordering office supplies online. This is Viking's ninth international Web site outside of the United States.

Bruce Nelson, Office Depot's Chairman and Chief Executive Officer, commented, "Today I am proud to announce our newest European Web site in Ireland under the url <http://www.vikingdirect.ie>. This is the ninth international Web site under the Viking brand name and our fifteenth unique e-commerce site outside of the United States; and further evidence of our strong and continued commitment to growing our international presence in the global office supplies market. Our business in Ireland has grown steadily over the past few years, and we have seen a meaningful increase since the launch of our contract sales force last year. We are pleased to offer this new and convenient shopping alternative to our Irish customers, and believe it is another way we can reach out and provide fanatical customer service twenty-four hours a day, seven days a week."

The new Internet site will also take advantage of the Company's Ireland infrastructure including merchandising, warehousing and distribution; which will allow it to offer customers the highest level of customer service right from the start. The Company, which started its operations in Ireland in 1994 (cross border from the UK) under the Viking(R) brand name, has successfully established a strong customer base. By offering an e-commerce channel in Ireland, the Company will be able to attract new customers and increase customer loyalty in its existing customer base.

In addition, the Company's innovative use of customer database technology provides the ability to successfully customize offerings for customers and market directly to their specific business needs.

Rolf van Kaldekerken, President of European Operations for Office Depot and Viking Office Products, commented, "Our goal is to provide fanatical customer service to our customers, and by launching this new Web site coupled with our growing contract business launched in 2001 we are providing customers with another convenient shopping alternative. By logging on to <http://www.vikingdirect.ie>, Ireland customers are provided with an easy-to-use e-commerce site for making their everyday and major office supply purchases."

Customers visiting the Company's Web site at <http://www.vikingdirect.ie> can order more than 14,000 of their favorite and most frequently needed office supplies. The site offers unique enhanced features such as:

- Enhanced personalization that can mirror the Company's printed catalogs in the form of prices and special offers.
- Improved search capabilities - Search results are now categorized by type of product, which will enable customers to find exactly what they're looking for in the shortest amount of time.
- Customized shopping lists - Customers can set up their most frequently ordered items into a private shopping list enabling them to place their order in seconds.

About Viking Office Products

Viking Office Products, Inc. was established in January 1960 as an U.S. company selling office products to small and medium-sized businesses through direct marketing catalogs. Outside the United States, Viking has operations in the United Kingdom, France, Australia, Belgium, Republic of Ireland, Luxembourg, The Netherlands, Germany, Austria, Italy and Japan.

On August 26, 1998, Viking merged with Office Depot, Inc.

Viking provides customers with fanatical customer service, convenience and speed of delivery. The Company has gained market share throughout the U.S., as well as in Europe, Australia and Japan, by aggressively marketing basic, consumable office supplies plus computer supplies, custom printed stationery, office machines, paper of all types, and office furniture. The Company has pioneered new database marketing technology, producing unique and effective catalog personalization that gets results.

About Office Depot in Europe

The Company's wholly-owned European operations are in ten countries, including: the United Kingdom, France, Belgium, Republic of Ireland, Luxembourg, The Netherlands, Germany, Austria, Italy and its tenth country, Switzerland was launched in January

2002. The Company primarily operates under the Viking Direct brand name, a highly successful direct mail business, and most recently, an established e-commerce operation. Total Company worldwide e-commerce sales in 2000 reached \$982 million. The Company's worldwide e-commerce sales for 2001 were \$1.6 billion.

In addition to its multiple public Web sites and direct mail operations throughout Europe, the Company has contract business operations through its European Business Services Division in four countries: the United Kingdom, Republic of Ireland, The Netherlands and France. The Division targets medium to large-sized corporate accounts through a specialized sales force, individualized pricing for key corporate accounts and overnight order fulfillment in each country. The Company also offers its contract customers unique Office Depot brand Web sites that are specifically designed to meet the special needs and requirements of each contract customer. The Company's strategy is to offer these specialized sites in each contract country over the next eighteen months. Currently, the Company offers a site in the United Kingdom at <http://bsdnet.officedepot.co.uk>, which provides contract customers access to its customized offers and product selection twenty-four hours a day, seven days a week.

About Office Depot

No one sells more office products to more customers in more countries through more channels than Office Depot. As the largest seller of office products around the world, the Company operates under the Office Depot(R), Viking Office Products(R), Viking Direct(R) and 4Sure.com(R) brand names. As of December 29, 2001, Office Depot operated 859 office supply superstores in the United States and Canada, in addition to a national business-to-business delivery network supported by 24 delivery centers, more than 60 local sales offices and 12 regional call centers. Furthermore, the Company sells products and services in 16 countries outside of the United States and Canada, including 30 office supply stores in France and nine in Japan that are owned and operated by the Company; and 104 additional office supply stores under joint venture and licensing agreements operating under the Office Depot(R) name in five foreign countries.

The Company also operates an award-winning U.S. Office Depot brand Web site at <http://www.officedepot.com> where customers can access Office Depot's low competitive prices seven days a week, twenty-four hours a day. The Company also operates 14 other Web sites, under the Office Depot and Viking Office Products names, in the U.S. and nine international countries including: Austria, Australia, France, Japan, Germany, Republic of Ireland, Italy, The Netherlands and the United Kingdom.

Office Depot's common stock is traded on the New York Stock Exchange under the symbol ODP and is included in the S&P 500 Index. Office Depot is an Official Sponsor of the U.S. 2002 and 2004 Olympic Team.

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