



## **The Source Opens New-Concept Location At Pearson International Airport New Prototype Stores Signal Next Stage In Business Transformation Strategy**

BARRIE, Ont. (December 4, 2014) – The Source today announced a new retail location at Toronto Pearson International Airport in Terminal 1. Offering travelers access to the latest in consumer electronics in an open-concept format, the new site provides more opportunity for hands-on interaction with products from the world’s leading manufacturers.

Elements of the open-concept design will also be applied to a prototype store opening in Barrie, Ontario – home of The Source headquarters – in early 2015. The new format, created by Toronto-based retail design agency Shikatani Lacroix, delivers an interactive experience and the latest digital merchandizing to showcase new products from top technology brands.

“We are now a go-to source for the leading national brands in almost all segments of the consumer electronics market, and we’re conveniently located right where the vast majority of our customers want to shop,” said The Source President, Charles Brown. “The Source has the largest number of consumer electronics retail stores in Canada by a long shot, and we have an endless aisle online. But we’re not standing still – we are looking ahead and continuing to develop aggressive plans for growth across all channels.”

The Source is the destination for the hottest new devices and categories, including exclusive offerings from top brands such as Beats, Monster and Marley, and listings with premium players like Bose, Sonos, Go Pro and Fitbit. As part of its business transformation strategy, the Source has also undergone a revamp of its private brand line-up, improving quality and packaging. While The Source still offers an extensive selection of add-ons and accessories, it now also focuses on main devices in product categories that are tailor-made for its small-box format stores, including headphones, streaming audio, mobile phones and accessories, wearable technology, and tablets/laptops.

As a complement to its traditional retail format, The Source is also testing Retail Service and Repair outlets which will provide a range of while-you-wait technology repairs and maintenance, and is also exploring vending-machine opportunities. In its online channels, The Source leverages the strength of its retail distribution – with 650+ locations – to provide both convenient free pick-up and the opportunity for online customers to experience products first-hand.

“The Source, the home of ‘I Want That’ consumer electronics and mobility, is reinventing its brand and business model,” said Brown. “As we continue to pick up retail market share and accelerate growth of our online business, today’s announcement demonstrates our commitment to delivering superior retail experiences to our customers in new innovative ways.”

### **About The Source**

Building on more than 40 years of excellence as an electronics retailer, The Source is one of Canada’s largest retailers with over 650 locations nationwide. Over 70 per cent of Canadians live within five kilometres of stores operated or licensed by The Source. Retail locations and [thesource.ca](http://thesource.ca) offer a wide range of brand name consumer electronics including communications, home entertainment, home office and sound products.

### **For more information, please contact:**

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