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**ROCKY'S ACE HARDWARE FOURTH ANNUAL
PET FOOD DRIVE BREAKS ALL PREVIOUS RECORDS
Neighborhood Stores Collect Over 13,400 Pounds of Food for Shelters**

Springfield, MA (January 14, 2015) – Rocky's Ace Hardware, a family-owned business with 32 neighborhood based stores is proud to announce the results of their fourth annual pet food drive. More than six tons of pet food along with beds, leashes, treats, toys and cleaning supplies were collected and delivered to local animal shelters. The final weight of pet food amassed totaled an amazing 13,402 pounds, along with an estimated \$5,500 worth of non-food items.

Each of the 32 Rocky's Ace Hardware stores partnered with an area Humane Society or Shelter to collect food this past Holiday Season for the much forgotten and unfortunate animals in our own community. "The continued and ever increasing outpouring from our customers was, truly outstanding. Every year I am amazed by the level of support this drives receives. All of us at Rocky's extend sincere thanks to our neighbors who gave so generously" said Rocco Falcone, president and CEO.

"Now in its' fourth year, this annual drive receives more support every year, this year's accomplishment was absolutely staggering!" said Geoffrey Webb, Director of Marketing and Advertising. "Last year we were able to donate over 8,000 pounds of food plus accessories, this year, due to the extraordinary efforts of our store team members in rallying behind this worthy cause along with the outstanding generosity of our customers, total collections resulted in a thirty-four percent increase in food donations." The program supported organizations that provide shelter, veterinary care and comfort for homeless animals in five states. "Besides the enormous increase in food donations, we were also able to pass along much needed cleaning supplies, feeders, pet crates, leashes

and other items as designated by the shelters on their wish lists; donations of supplies was up an incredible 80% over last year,” added Webb.

Here is how the program worked: Customers and Rocky’s employees alike, made donations of much needed pet food and supplies at their local Rocky’s Ace Hardware store. The store teams also worked closely with their neighborhood shelters to find and collect non-food items the organization was in need of. The stores collected all donations and drove them to their locally chosen charity. Nutro Pet Foods helped kick start the program with a donation of \$1,500 worth of premium dog and cat food. The drive started November 24, 2014. Donations were delivered directly to the Shelter or Humane Society on or about December 24, 2014.

Special thanks also go out to Pat Kelly from Lazer 99.3, who this year enthusiastically partnered with Rocky’s in the greater Springfield market. His passion and determination were shown through his constant on-air messaging and ten store appearances. Pat and his fans helped raise the Springfield market donation by more than 40% over last year.

Mr. Falcone went on to say: “The campaign has become an annual tradition here at Rocky’s. Our team members often make donations of their own and many volunteer at neighborhood shelters.” Indeed, many shelters rely on Rocky’s team members to help out year round. “It is truly a culmination of the unyielding passion of our customers along with the dedication of our own employees that join together to ensure the success of this drive. We are sincerely honored to be a catalyst in helping the homeless and abandoned animals in our communities” added Mr. Falcone.

About Rocky’s Ace Hardware

Rocky’s Ace Hardware, headquartered in Springfield, MA; operates 32 stores in Massachusetts, Connecticut, New Hampshire, Rhode Island and Florida. The neighborhood paint, hardware, garden center and pet store chain has been in continuous operation, under the same family ownership, since the first store opened in Springfield, MA in 1926. For more information, please visit www.rockys.com.