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**ROCKY'S ACE HARDWARE CELEBRATES 85<sup>TH</sup> ANNIVERSARY  
Neighborhood Stores Stress Service and Selection**

Springfield, MA (October 7, 2011) – Rocky's Ace Hardware, a family-owned business with 33 neighborhood based stores is celebrating 85 years of continually providing expertise, value and a diverse selection of quality merchandise for both our homeowner and professional business customers.

Rocky's was founded in 1926, by Rocco (Rocky) Falcone Sr., located at the corner of Main and Union Streets in downtown Springfield, MA. Falcone started the tradition of offering his customers the products they needed, together with exceptional, personal service. The tradition remains in effect today at all Rocky's stores from Florida to New Hampshire.

In 1966, Falcone Sr. was succeeded by his son, James. During the 1970s and 1980s, the younger Falcone developed the single store operation into a successful regional seven store chain. His innovative merchandising strategy of adding home decorating and household departments featuring custom color paint and everyday needed products attracted new customers to the traditional hardware store.

James Falcone also led his family based business into a national affiliation with Ace Hardware, thereby offering Rocky's the buying power of a national chain along with computerized accounting and inventory procedures, while still maintaining its' neighborhood community identity.

Today James Falcone holds the position of chairman, with Rocco Falcone II, the third generation of the founding family, taking care of the business, serving as president and CEO. Under Rocco Falcone II's leadership the chain has grown to a regional powerhouse with thirty-three stores concentrated in the Northeast and Florida.

“We have not only expanded our reach but also our merchandise offerings,” said Rocco Falcone II. “Now our customers can choose from a wide assortment of quality paint, lawn and garden care items, professional power tools along with a newly expanded pet care department and still receive the quality service they have been accustomed to.”

“My grandfather’s conviction to work hard and strive for quality and service, still holds true today,” added Falcone. “Our greatest asset is our employees; we have an experienced team that I am extremely proud of. I truly appreciate their loyalty and dedication.”

“I would also like to thank our loyal customers for their support over these many years. Rocky’s would not be the success we are today without them,” said Falcone.

Another key member of the Falcone family who has worked beside her father at the original location and serves today as vice-president is Rocco Falcone’s daughter, Claire. Throughout Claire Falcone’s dedicated tenure the importance of offering the customer excellent service and a quality selection of goods has always been a prime belief.

“The recent additions of trusted brand names like Craftsman, Benjamin Moore and Nutro pet food compliments our full line of traditional hardware items,” said Claire Falcone. “Our garden centers offer customers a healthy selection of seasonal plants and flowers along with fertilizer, mulch and everything else a home owner or contractor could need for their lawn and garden projects,” she added.

The 85<sup>th</sup> celebration culminates in October with a giant anniversary sale featuring great buys starting at just 85 cents from October 19 to October 24. However, the anniversary is more than just a spectacular sale event.

“Come out and join us, at any of our thirty-three stores on Saturday, October 22 and share some birthday cake with us,” said Claire Falcone. “We will also be giving away commemorative t-shirts and each store will have two lucky winners of \$85 gift cards,” added Rocco Falcone II.

Rocky’s will continue the tradition of bringing its’ neighbors quality products and personal service for the next generation and beyond.

Rocky’s Ace Hardware, Rock Solid, since 1926.

**About Rocky's Ace Hardware**

Rocky's Ace Hardware, headquartered in Springfield, MA; operates 33 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](http://www.rockys.com).