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**ROCKY'S ACE HARDWARE PROUDLY ANNOUNCES
CLARK + KENSINGTON PAINT RANKED NUMBER ONE
Leading National Consumer Magazine Awards Paint Best Rating**

Springfield, MA (January 23, 2013) – Rocky's Ace Hardware, a family-owned business with 33 neighborhood based stores is proud to announce that Clark + Kensington brand paint, which is exclusively available at select Ace Hardware stores, has earned the number one ranking by a leading national consumer magazine.

Each of the 33 Rocky's Ace Hardware stores offers the award winning Clark + Kensington paint line. "We are very proud of this phenomenal achievement," said Rocco Falcone, President and CEO. "Our exclusive paint was tested against major brands and outperformed Behr, Benjamin Moore and many other familiar names," added Falcone.

Clark + Kensington earned the highest scores in areas of overall finish, durability, ability to hide and more. Readers can view the entire story at <http://www.prnewswire.com/news-releases/consumer-reports-clarkkensington-takes-top-spot-in-tests-of-interior-paints-187262711.html>

"Our Certified Paint Advisors will provide the expertise of over 85 years and Best in Class Service to guide our customers through all of their painting projects," said Geoffrey Webb, Director of Marketing and Advertising. "We are here to not only give expert advice, but we custom color match and tint our paints at no charge," added Webb. Clark + Kensington brand paints are available in a variety of finishes for both interior and exterior use. Together with a full line of quality sundries, Rocky's Ace Hardware provides a one stop shopping convenience for every paint project, for the homeowner and contractor, alike.

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.