



**FOR IMMEDIATE RELEASE**

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**ROCKY'S OPENS NEW STORE IN FAIRHAVEN, MA  
Grand Opening Festivities This Saturday, November 17**

Springfield, MA (November 12, 2012) – Rocky's Ace Hardware, a family-owned business, founded in 1926, proudly announces that Rocky's will be entering a new market with the opening of a brand new store in Fairhaven, MA. Construction at the new site began in June, on Saturday, November 17 the store will be revealed to the public. The store is located on Huttleston Avenue, (Rte. 6) in the Fairhaven Stop & Shop Plaza.

The Grand Opening Sale will start at 8am on Saturday with incredible buys from every department, including paint, outdoor power equipment, hand and power tools, pet food and supplies, cleaning supplies, holiday décor, plumbing, electrical and winter preparedness.

The Festivities begin promptly at 10am. To start off the ceremony Miss New Bedford 2013, Janelle Guenette will sing our National Anthem. Several Town Selectmen and local officials will join our President and CEO, Rocco Falcone II, in the official opening of the store, culminating with an unique board cutting ceremony. Unlike some stores that signify their opening by cutting a ribbon with a pair of scissors; Rocky's takes a chainsaw to lumber!

The festivities continue with great tunes being performed by The Generations Barber Shop Quartet through the noon-time hour. Fun 107 FM will be broadcasting live from Rocky's from 12 noon to 2pm. The Showstoppers, a talented and inspiring vocal group consisting of children from the area communities; will perform from 1pm to 3pm.

Throughout the day Rocky's will be giving away prizes and offering expert advice from our vendor partners like Benjamin Moore, Irwin Tools, Nutro Pet Foods, Hy-Ko Keys and Charbroil.

The state-of-the-art store is over 12,500 square feet, featuring approximately 10,500 square feet of sparkling, new selling space plus a 2,000 square foot garden center.

The store has been constructed with Green Technology and features advanced energy saving lighting to help enhance the shopping experience while saving natural resources.

“Soon a whole new audience of customers will acquaint themselves with our legendary customer service and enjoy the Rocky’s shopping experience we proudly offer.” Said Rocco Falcone II, President and CEO.

Shoppers will find expanded presentations in the cutting-edge store like the new Clark + Kensington paint line in addition to a full selection of Benjamin Moore paint products. An extensive selection of Craftsman quality outdoor power equipment, hand and power tools along with mechanics tools and storage solutions will be offered. Pet owners will be thrilled to shop our great selection of premium pet food and accessories. Propane filling will be offered along with all the products needed to ensure your family stays safe and warm this winter.

“The opening of our new store in The South Coast region strengthens our presence in Massachusetts and complements our nearby store in Fall River.” Said Rocco Falcone II. “We are proud to become the newest member of the great Fairhaven community,” he added.

So come out and visit the newest Rocky’s this Saturday, have some fun, pick up some great bargains and don’t forget the camera!

### **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).