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**ROCKY'S ACE HARDWARE PROMOTES KAREN M. GRAVELIN
TO VICE-PRESIDENT POSITION**

Springfield, MA (December 5, 2012) – The President and CEO of Rocky's Ace Hardware, Rocco J. Falcone II today announced that Karen M. Gravelin has been promoted to Vice President, Corporate Administration. Ms. Gravelin, 56, joined Rocky's Ace Hardware in September of 2011 as Director of Human Resources. In her new role Ms. Gravelin will be responsible for Information Technology, Organizational Development & Training in addition to Human Resources, Payroll and Benefits.

Prior to her employment with Rocky's Ace Hardware and since 2003, Ms. Gravelin served as Chief Operating Officer of the law firm of Robinson Donovan, P.C. of Springfield, MA where she was responsible for managing the day to day operation of the firm. For over 11 years, and prior to 2003, she held various positions within the LEGO Group with a primary focus on human resource information systems and process & procedural improvements. She represented LEGO North America on the LEGO Group's Human Resources Strategic Planning Committee.

Rocco Falcone said "We are very pleased to be able to promote from within the organization a talented individual with such a diverse background who is also a longtime member of our local community."

She focuses her charitable efforts by serving on the board of directors of Soldier On, a non-profit organization in Leeds, MA, dedicated to providing limited equity housing to formerly homeless veterans. She resides with her husband, Tom in South Hadley, MA. Ms. Gravelin is an avid golfer, enjoys photography, and spending time with her grandchildren.

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.