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**ROCKY'S ACE HARDWARE ANNOUNCES ACQUISITION OF
GREENVILLE ACE HARDWARE
A Seamless Transition Will Take Place During April**

Springfield, MA (April 2, 2015) – Rocky's Ace Hardware, a family-owned business with neighborhood based stores in five states is proud to announce the acquisition of Greenville Ace Hardware in Greenville, Rhode Island, effective today.

Greenville Ace Hardware has been serving the greater Smithfield, Rhode Island area since the early 1900's. The 13,500 square foot retail store is located at 633 Putnam Pike in the Greenville Shopping Center.

Conversion of the existing store into a state of the art new Rocky's Ace Hardware will take place over the next several months, meanwhile there will be no interruption in service to the many loyal customers who depend on the store for their hardware and lawn and garden needs. Ronald Depault has owned and been running the store since 1985 and will stay on to ensure a smooth transition as the store undergoes improvements. "This is a wonderful opportunity for the community to benefit from joining the Rocky's family of hardware stores. I'm positive our customers are going to be impressed by their new offerings and renowned customer service." Said Mr. Depault. "We will continue to offer a broad range of outdoor power equipment and servicing, featuring the dependable Husqvarna brand," added Depault.

The President and CEO of Rocky's Ace Hardware, Rocco Falcone II stated "Mr. Depault, is known, amongst his other strengths, as being an expert in outdoor power equipment, his knowledge and expert advice is legendary throughout the area." "We are very appreciative that he will stay on to serve the customer base he has developed over the last 30 years." Falcone added.

Although the store will be undergoing some modernization in the next several months, however, shoppers will still find their favorite brands like Benjamin Moore, Scotts, Craftsman, Husqvarna and others that folks have become accustomed to. “Plans for an all new Paint Studio along with expanded selections from Craftsman and the newest LED options in lighting are in the works.” Said Geoffrey Webb, Director of Marketing and Advertising.

“The acquisition of a new store in this market strengthens our presence in the Northeast and helps us serve the needs of the community of greater Smithfield,” Said Rocco Falcone. “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.” Mr. Falcone added.

About Rocky’s Ace Hardware

Rocky’s Ace Hardware, headquartered in Springfield, MA; currently 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.