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ACE HARDWARE RECEIVES J.D. POWER AWARD FOR TENTH YEAR
Rocky's Ace Hardware is Proud to Be Part of the Winning Retail Organization

Springfield, MA (July 25, 2016) – The J.D. Power 2016 U.S. Home Improvement Retailer Store Satisfaction StudySM ranked Ace Hardware “Highest in Customer Satisfaction among Home Improvement Retail Stores” for the tenth year in a row. Ace has captured this ranking every year since J. D. Power began surveying the home improvement industry ten years ago.

The J.D. Power study is based on responses from nearly 2,995 consumers who purchased home improvement products or services in the previous 12 months. Ace Hardware ranked highest among major retailers with an overall satisfaction index score of 810 on a 1,000-point scale. According to consumers, Ace performs particularly well in the categories of staff and service, as well as store facility.

The score is based on performance in five areas: merchandise, price, sales and promotions, staff and service, and store facility.

“Given the impressive list of retailers with which we compete, in no way do we take our tenth consecutive J.D. Power award for granted,” said John Venhuizen, President and CEO, Ace Hardware Corporation. “My grateful and sincere thanks go to the consumers who have honored us with this award, the Ace team who never ceases to amaze me and most importantly, our frontline, red-vested heroes who so passionately serve our customers.”

Rocky's Ace Hardware, a family-owned business founded in 1926, operates thirty-five, neighborhood based, stores in six states. The Rocky's team members have been trained and certified in areas of customer service and product knowledge, assuring each and every customer a superior shopping experience.

“I am proud that our store team members have accomplished this kind of consecutive consistency and excellence for the tenth year in a row,” said Rocco Falcone II, President

and CEO. “Our mission is to be the hardware store of choice in the markets we serve; this award recognizes our past achievements and helps us strive to earn the ranking in future years.” “As we celebrate our ninetieth year in business, I sincerely thank our loyal customers, as without them, none of this would be possible.” Mr. Falcone added.

About Rocky's Ace Hardware

Rocky's Ace Hardware, headquartered in Springfield, MA; operates 35 stores in Massachusetts, Connecticut, New Hampshire, Rhode Island, Maine and Florida. The neighborhood paint, hardware and garden center 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 rockys.com. For more information on the J.D. Power study, please visit jdpower.com.