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Media Contact: Geoffrey Webb
(413) 781-1650 ext. 1137
gwebb@rockys.com

**ROCKY'S ACE HARDWARE ANNOUNCES NEW STORE TO OPEN IN
MIDDLETON, MA
New Store Scheduled To Open In Early Spring 2015**

Springfield, MA (January 6, 2015) – Rocky's Ace Hardware, a family-owned business with neighborhood based stores in five states is proud to announce plans to open a new store in the greater Boston area.

A long term lease on the 10,000 square foot retail space was entered into contract in late December 2014. The new store will be located along side the Teak Imports Furniture shop at 208 South Main Street near the center of Middleton.

Conversion of the existing store into a state of the art new Rocky's Ace Hardware is to begin immediately and the new store is expected to open in the early Spring. President and CEO of Rocky's Ace Hardware, Rocco Falcone II stated "The new store will serve the project and everyday needs of homeowners and businesses, alike, in the greater Middleton community." "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.

Shoppers will find exciting presentations in the cutting-edge store like the new Clark + Kensington paint line in addition to a full selection of premium Valspar paint products. An extensive selection of Craftsman quality outdoor power equipment along with their legendary line of power, hand and mechanics tools and storage solutions will be offered. Traditional selections of plumbing, hardware, electrical, cleaning supplies along with the newest LED options in lighting will also have a strong presence. Additionally, a complete lawn and garden care center featuring Scotts will be offered.

Special services like digital chip key duplication, screen and glass repair along with propane filling will also be present.

“We have always pursued extending our permeation in the greater Boston area and this site in Middleton, just north of the city, is home to the perfect demographic that fits our model.” Said Geoffrey Webb, Director of Marketing and Advertising.

“The opening of a new store in this market strengthens our presence in the Northeastern portion of Massachusetts and complements our stores in nearby North Andover and Concord.” Said Rocco Falcone. “We are targeting an opening date in March 2015,” he added.

About Rocky’s Ace Hardware

Rocky’s Ace Hardware, headquartered in Springfield, MA; currently operates 32 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.