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**ROCKY'S ACE HARDWARE ANNOUNCES THE ACQUISITION OF  
ROGERS ACE HARDWARE**

**The long-standing enterprise is acquired by a multi-generation family business**

Springfield, MA (February 2, 2016) – Rocky's Ace Hardware, a New England based, family-owned business with neighborhood hardware stores is proud to announce today, the acquisition of Rogers Ace Hardware in Bath Maine.

Rogers Ace Hardware has been serving MidCoast Maine for over 140 years, being established in 1872. The present 28,000 square foot retail store has been conveniently located at 55 Congress Avenue, just off Route 1, since 1985.

Although, gradually over the next several months, the name will change, there will be no interruption in the quality service that the area's loyal customers have come to depend on. John Hichborn and the Rogers family have owned and run the family business for four generations. John will be staying on to ensure a smooth transition over the next several months. "This is a wonderful opportunity for the community to benefit from the Rocky's family of hardware stores. I'm positive our customers are going to be impressed by their renowned customer service." Said Mr. Hichborn. "I am genuinely pleased to find a fellow Ace retailer; the Falcone family, comprising of James, Claire and Rocco II; who have been running their enterprise for three generations to acquire our family business," added Hichborn.

The President and CEO of Rocky's Ace Hardware, Rocco Falcone II stated "John and Gayle Hichborn, along with their loyal staff, are known in the greater Bath area for their knowledge and expert advice; we look forward to serving the Roger's customer base with the same qualities they have depended on for so many years." "The familiar faces will remain, just as will the award winning service. The name may change, but not the

values generations of Midcoast Maine residents have come to appreciate,” Falcone added.

The store has achieved a fine reputation of knowledgeable service and of having a great selection of products for both homeowners and businesses, alike. “We do not anticipate any change to the core business and well established values the Rogers team has delivered year after year.” 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 great community of MidCoast Maine,” Said Rocco Falcone. “My family is proud to have the opportunity to be connected with this legendary business the fine folks at Rogers have had in place for so many generations.” Mr. Falcone added.

### **About Rocky’s Ace Hardware**

Rocky’s Ace Hardware is based in the New England city of Springfield, MA. They currently operate stores in Massachusetts, Connecticut, New Hampshire, Rhode Island, and now, Maine. The neighborhood paint, hardware, garden center and pet store shops have 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).