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**ROCKY'S ACE HARDWARE SECOND ANNUAL
PET FOOD DRIVE A TREMENDOUS SUCCESS
Neighborhood Stores Collect Over 6,500 Pounds of Food for Shelters**

Springfield, MA (January 8, 2013) – Rocky's Ace Hardware, a family-owned business with 33 neighborhood based stores is proud to announce the results of their second annual pet food drive. Well over three tons (6,556 lbs.) of pet food along with beds, leashes, treats, toys and cleaning supplies were collected and delivered to local animal shelters.

Each of the 33 Rocky's Ace Hardware stores partnered with an area Humane Society or Shelter to collect food this Holiday Season for the much forgotten and unfortunate animals in our own community. "The outpouring from our customers was truly heartwarming. The collection total well surpassed our expectations. All of us at Rocky's extend sincere thanks to our neighbors who gave so generously" said Rocco Falcone, president and CEO.

"In fact this year's total was simply amazing!" said Geoffrey Webb, Director of Marketing and Advertising. "Together we were able to donate sixty-four percent more food and accessories than last year; the efforts of our store team members in rallying behind this worthy cause along with the outstanding generosity of our customers resulted in an unprecedented overall donation to local, community based shelters and humane societies." The program supported thirty organizations that provide shelter, veterinary care and comfort for homeless animals in five states.

Here is how the program worked: Customers and Rocky's employees alike, made donations of much needed pet food at their local Rocky's Ace Hardware store. The store teams also worked with their neighborhood shelters to collect cleaning supplies, leashes, beds and other items on their wish lists. The stores collected all donations and drove them

to their locally chosen charity. Nutro Pet Foods helped kick start the program with a donation of \$1,500 worth of premium dog and cat food. Donations were delivered directly to the Shelter or Humane Society on or about December 24, 2012.

“Our team members really got behind this worthwhile campaign, encouraging our customers to support the drive. The numbers speak for themselves; our neighbors truly care for the homeless and abandoned animals in their community. We are honored to be a catalyst in achieving these outstanding results,” added Rocco Falcone.

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.