



FOR IMMEDIATE RELEASE

Media Contact: Geoffrey Webb
(413) 781-1650 ext. 137
gwebb@rockys.com

**NEW ROCKY'S STORE GRAND RE-OPENING IN DOVER, NH
Special One Day Event – Saturday, June 20, 2015**

Springfield, MA (June 11, 2015) – Rocky's Ace Hardware, a family-owned business, founded in 1926, proudly announces the Grand Re-Opening of our Dover, New Hampshire store on Saturday, June 20, 2015. Special, one day only buys will be available to shoppers starting at 8 a.m. Other highlights include: Several exciting prize giveaways and the first 50 customers to enter the store will receive a \$5 gift card, just for helping us celebrate the re-opening. The store is located in the Shaw's Plaza shopping center at 873 Central Avenue (Route 9).

“We have served this neighborhood for sixteen years, opening our first store in Dover in April of 1999, now we proudly reveal a brand new store to serve the community needs” said Rocco Falcone, president and CEO.

The new 9,000 square foot store was constructed with Green Technology and features state of the art energy saving LED lighting to help enhance the shopping experience while saving energy. The store reflects the new concept of “Re-Discover Rocky's”, since it is so much more than just a hardware store.

Shoppers will find offerings in the cutting-edge store like the all new Paint Studio featuring Valspar, Clark + Kensington paints in addition to a full selection of Benjamin Moore paint products and Cabot stains. Also new, is an extensive selection of Craftsman quality lawnmowers, power and hand tools along with mechanics tools and storage solutions. Other featured brands include: Toro, Scotts, Weber, DeWalt and more. Traditional hardware, electrical and plumbing departments serve both the consumer and contractor alike. Additionally, a complete lawn and garden care center and propane tank exchange services are present.

“We invite everyone to re-discover Rocky’s,” added Falcone. “We have been known for our exceptional service for over 85 years and our knowledgeable staff in Dover is on hand to help shoppers through any home related project.”

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. Rocky’s invites everyone to the celebration on Saturday, June 20.

About Rocky’s Ace Hardware

Rocky’s Ace Hardware, headquartered in Springfield, MA; operates 34 stores in Massachusetts, Connecticut, New Hampshire, Rhode Island 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 www.rockys.com.