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**ROCKY'S TO OPEN NEW STORE IN FAIRHAVEN, MA
Construction on new location to begin immediately**

Springfield, MA (June 8, 2012) – Rocky's Ace Hardware, a family-owned business, founded in 1926, proudly announces that Rocky's will be entering a new market with the opening of a brand new store in Fairhaven, MA. Construction at the new site will begin immediately, converting a relatively new space in the busy Fairhaven Stop & Shop Plaza into the newest Rocky's location.

The state-of-the-art store will be 12,500 square feet, featuring approximately 10,500 square feet of sparkling, new selling space plus a 2,000 square foot garden center. The store will be constructed with Green Technology and features advanced energy saving lighting to help enhance the shopping experience while saving natural resources. The store reflects the new concept of "Re-Discover Rocky's", since it is so much more than just a hardware store.

"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." Said Rocco Falcone, President and CEO.

Shoppers will find expanded presentations in the cutting-edge store like the new Clark + Kensington paint line in addition to a full selection of Benjamin Moore paint products. An extensive selection of Craftsman quality lawnmowers, power and hand tools along with mechanics tools and storage solutions will be offered. Pet owners will be thrilled to shop our great selection of premium pet food and accessories. Additionally a complete lawn and garden care center and propane filling will be present.

"The opening of a new store in Fairhaven strengthens our presence in the Southeastern portion of Massachusetts and complements our stores in nearby Fall River and Middletown." Said Rocco Falcone. "We are targeting an opening date in September 2012," he added.

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.