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**ROCKY'S ACE HARDWARE ANNOUNCES THE DEBUT OF THEIR
ALL NEW WEBSITE
Vastly Improved Website Enhances Customer Experience**

Springfield, MA (January 8, 2015) – Rocky's Ace Hardware, a family-owned business, founded in 1926, proudly announces the launch of their all new website. The new site engages the customer with its' clean and bold look. The easy navigation makes the site simple to use and the wealth of project tips and ideas is both informative and inspirational.

Links to design and project centers turns the new site into a veritable encyclopedia of knowledge, no matter the scope of the project.

The site's debut is the culmination of over a year's preparation, development and testing. Input from customers and industry professionals helped to shape the look and feel of the final site.

New features abound, an easy search function, store locator and the ability to shop online and have your selections delivered to your neighborhood Rocky's at no charge, are just some of the highlights to be found.

President and CEO of Rocky's Ace Hardware, Rocco Falcone II stated "We invite our customers to explore our new site and have some fun re-discovering all that Rocky's has to offer." "The project and paint areas can serve as inspiration to put on a new look to that room you've been thinking needs some refreshing, for instance." Mr. Falcone added.

“We are very passionate about providing our customers superior content that offers a variety of project options for every level of expertise.” “This site accomplishes that goal.” Said Geoffrey Webb, Director, Marketing and Advertising.

The new site allows customers full access, not only from their homes and offices, but also when they are on the go; using a laptop, tablet or mobile device. The site design automatically resizes itself to fit your screen.

“Our affiliation with the North American Retail Hardware Association allows customers to link to a tremendously large database of product knowledge along with step by step guides to completing projects of all sizes.” Added Rocco Falcone II.

To experience the new Rocky’s Ace Hardware website simply log on to rockys.com from any device. Get inspired, be informed, check out what’s on sale, find your nearest store and shop 24/7 with free shipping; when you pick up your selections at your neighborhood Rocky’s.

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.