Contact: **Rachel Machacek**
Old Takoma Ace Hardware
202-907-3539
rachel@acehardwaredc.com

OLD TAKOMA ACE HARDWARE RECEIVES
'COOLEST HARDWARE STORE' AWARD
Ace Hardware Corporation Recognizes Local Store for Customized Service

TAKOMA PARK, Md., September 2, 2011 – Gina Schaefer makes being "green" look easy. But Gina credits her customers with dictating the unique product selection available at Old Takoma Ace Hardware of Takoma Park, Md. Because the store offers a unique blend of hardware and "green" products, the store has received a 2011 "Coolest Hardware Store" award from Ace Hardware Corporation. Of 4,500 locally-owned and operated Ace Hardware stores worldwide, Old Takoma Ace Hardware is one of just four stores honored with the 2011 award.

"Our customers are important in deciding the direction of our store," said Schaefer, owner of Old Takoma Ace Hardware. "They have a heavy influence on what products we carry and what services we provide. We're proud that we have been able to assimilate into the community and give our customers what they're looking for."

Old Takoma Ace Hardware has seamlessly integrated the local green-living mentality into its product offering. The store carries a variety of organic and eco-friendly product options like paint, cleaning supplies, fertilizers, potting soil and recycled paper products. Because of this keen attention to the local culture, the store has grown a loyal customer base that can count on the store to carry products they desire.

"We applaud Old Takoma Ace Hardware's owners and staff for their commitment to helpful service in the community," said Kane Calamari, vice president of retail operations and new business at Ace Hardware Corp. "Our co-op business model lends itself to stores that can differentiate themselves based on the community they're in. We are proud that Old Takoma has made a strong effort to provide their customers with products that fit their way of life."

Local award recipients were invited to take part in a three-day retail symposium in August for Ace's annual Platinum Conference, which brings together Ace's top-performing retailers from around the country. During the conference, Old Takoma Ace Hardware was honored with a trophy identifying the store as a "Coolest Hardware Store."

Across the board, Ace Hardware stores are known for their excellent customer service and helpfulness. In 2011, the J.D. Power and Associates 2011 U.S. Home Improvement Retailer Store Satisfaction Study^{SM} again ranked Ace Hardware "Highest in Customer Satisfaction with

Home Improvement Retail Stores, Five Years in a Row." Ace has held this position since the organization began researching the home improvement category five years ago.

For more information about Old Takoma Ace Hardware, located at 7001 Carroll Avenue, visit www.acehardwaredc.com.

# # #

About Ace Hardware

For more than 85 years, Ace Hardware has been known as the helpful hardware store in thousands of communities across America. Customers depend on Ace to help them take care of their homes quickly and easily so they can get on with their lives. In 2011, Ace ranked "Highest in Customer Satisfaction among Home Improvement Stores for the Fifth Consecutive Year," according to J.D. Power and Associates. With 4,500 locally owned and operated hardware stores, Ace is the largest hardware cooperative in the industry. Headquartered in Oak Brook, Ill., Ace currently operates 14 distribution centers in the U.S. It also has distribution capabilities in Shanghai, China; Panama City, Panama; and Dubai, United Arab Emirates. Its retailers' stores are located in all 50 states and more than 60 countries. For more information on Ace, visit www.acehardware.com.