



**Press release  
For immediate distribution**

**RONA ANNOUNCES THE ADDITION OF  
SIX NEW AFFILIATE STORES IN ONTARIO**  
*Doidge Building Centres Ltd. & Mahood Lumber Company joins the RONA network with  
six locations in Kincardine, Miller Lake, Bracebridge, Bradford, Welland and Fort Erie*

**Boucherville (Québec), November 28, 2017** – Lowe's Canada is proud to announce that a new affiliate dealer, Doidge Building Centres Ltd. & Mahood Lumber Company Limited, has joined its network and will now bear the RONA banner on its six locations in Ontario.

Previously associated with a competing banner for over 20 years, the six stores vary in size from 6,000 square feet to 16,000 square feet of retail and yard sizes ranging from 2.5 acres to 12 acres per store. All locations have a strong mix of retail and back end PRO business.

Owner Dennis Doidge explains his reasons for the change: "Our decision to change banners was based on the fact that we felt we were falling behind in the areas of e-commerce, marketing and branding. After careful consideration and discussions with all the major buying groups in the industry, we concluded that RONA was the one company that could give us the tools we need to better compete in this ever changing industry".

Dennis and his wife Kathryn purchased the Miller Lake location in 1997 and since then have added five locations to their business. "The synergies between the six stores work very well. Whether it is shared trucking, purchasing or staffing, the efficiencies are there. We look forward to working with RONA to continue my expansion into additional stores and new markets".

The entire management team takes great pride in the fact that the Kincardine location is a past recipient of the Hardlines "Outstanding Retailer Award" for Best Building Supply Home Centre Under 10,000 square feet.

"We are very happy to see that RONA not only brings us the branding we require, but also allows us our independence. This will enable us to compete on a national and regional basis. We look forward to the positive changes with our stores as RONA assists us to move into the future of retailing".

"We are honoured to welcome Doidge Building Centres & Mahood Lumber Company, allowing us to expand our RONA network of independent affiliated dealers. Their dedication to the business and their retail focus is a strong asset and we are proud they chose the RONA banner to pursue their development and future expansion projects," mentioned Philippe Element, Divisional Vice President, RONA Affiliate Dealer Sales and Services.

## **About RONA**

Created in 1939, RONA is a banner of Lowe's Canada, one of Canada's leading home improvement company. Spanning the entire country, its vast network of more than 430 stores includes both corporate stores and independent affiliated dealers. Known for its large in-store and online product selection as well as for its installation services, RONA also provides expert support and advice to its retail and pro customers for their building and renovation projects. For more information, visit [rona.ca](http://rona.ca) or follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

## **About Lowe's Canada**

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving more than 17 million customers a week in the United States, Canada and Mexico. With fiscal year 2016 sales of \$65.0 billion, Lowe's and its related businesses operate or service more than 2,370 home improvement and hardware stores and employ over 290,000 people. Based in Boucherville, Quebec, Lowe's Canadian business, together with its wholly owned subsidiary, RONA inc., operates or services more than 600 corporate and independent affiliate dealer stores in a number of complementary formats under different banners. These include Lowe's, RONA, Réno-Dépôt, Marcil, Dick's Lumber and Ace. In Canada, the companies have more than 25,000 employees, in addition to nearly 5,000 employees in the stores of RONA's independent affiliate dealers. For more information, visit [Lowe.ca](http://Lowe.ca).

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