



Press Release
For immediate distribution

LOWE'S CANADA ROLLS OUT ITS ECO PRODUCT PROGRAM IN RONA, RENO-DEPOT, AND LOWE'S STORES ACROSS THE COUNTRY

For Earth Day, a tree will be planted for every ECO product sold on April 22*

Boucherville, QC – April 16, 2018 – Lowe's Canada, one of Canada's leading home improvement companies operating or servicing more than 630 corporate and affiliated stores under different banners, is proud to announce the roll out of its ECO product program in all corporate and participating affiliated RONA, Reno-Depot, and Lowe's stores across the country. The program aims to help consumers reduce the environmental footprint of their home improvement and construction projects by offering and clearly identifying with the ECO seal over 3,500 products that represent more environmentally-friendly alternatives.



"Lowe's Canada acknowledges having a role to play in improving the environmental performance of the construction and home improvement industry in Canada, which is why offering our customers a range of products characterized by a smaller environmental footprint is one of the three pillars of our corporate responsibility approach," said Jean-Sébastien Lamoureux, Senior Vice-President, Communications, Public Affairs and Compliance at Lowe's Canada. "With this program, we want to make it easier for consumers who want to choose products that reduce the environmental footprint of their projects by clearly identifying ECO products in stores and online, and by highlighting the many benefits these products offer."

Lowe's Canada's ECO product selection process is based on recognized environmental certifications as well as on the life cycle approach—a rigorous method of analysis that assesses a product's direct and indirect impacts on the environment throughout its life cycle, from the resource extraction required to manufacture it to its disposal.

Trees for Earth Day

To kick off the program, a tree will be planted for each ECO product (*except forest products) sold in corporate RONA, Reno-Depot, and Lowe's stores on Earth Day, Sunday, April 22. "Lowe's Canada is committed to helping Canadians love where they live," said Mr. Lamoureux. "Planting trees is a concrete gesture that will help create sustainable living environments in the communities where we operate and ensure a greener future for generations to come."

This initiative is the result of a collaboration with Jour de la Terre Québec and Earth Day Canada, who will oversee the planting and growth of the trees.

About Lowe's Canada

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving more than 18 million customers a week in the United States, Canada and Mexico. With fiscal year 2017 sales of \$68.6 billion, Lowe's and its related businesses operate or service more than 2,390 home improvement and hardware stores and employ over 310,000 people. Based in Boucherville, Quebec, Lowe's Canadian business, together with its wholly owned subsidiary, RONA inc., operates or services more than 630 corporate and independent affiliate dealer stores in a number of complementary formats under different banners. These include Lowe's, RONA, Réno-Dépôt, Dick's Lumber, Contractor First and Ace. In Canada, the companies have more than 28,000 employees, in addition to nearly 5,000 employees in the stores of RONA's independent affiliate dealers. For more information, visit Lowes.ca.

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