

Home Hardware Stores Limited's Terry Davis to Kick-Off New Season of Undercover Boss Canada

St. Jacobs, ON, August 14, 2012 – Home Hardware Stores Limited's Executive Vice President and Chief Operating Officer, Terry Davis, will go undercover to learn more about the day-to-day operations of Canada's largest independent, Dealer-owned hardware, lumber, building materials and furniture cooperative. The transformation will be featured in the season premiere of W Network's *Undercover Boss Canada* on **Thursday, September 6 at 9 p.m. ET/PT**.

Undercover Boss Canada follows executives as they leave the comfort of their offices to go undercover alongside their staff. Each episode features an executive who is transformed into a frontline worker with a covert disguise and a convincing back story. Working alongside their employees, each "boss" embarks on an often emotional journey as they struggle to learn new skills not required at the executive level and discover the effects their decisions have on others, the perception of the company, and who the unsung heroes of their workforce are. Most importantly, they learn how to apply what they have gained from the experience – both for their company and for themselves.

"The experience going undercover with Home's staff has been extremely rewarding and enlightening," said Terry Davis, Executive Vice President and Chief Operating Officer, Home Hardware Stores Limited. "I've always known that Home Hardware is a family of special people who are passionate about their work and the customers we serve, but to have the opportunity to forge these special relationships and see first-hand what happens on the front lines has brought me a new appreciation for our people and the role they play in our business and in their communities."

In the premier episode, Terry Davis tries his hand packing orders in Home Hardware's Wetaskiwin, Alberta Distribution Centre, working on the manufacturing line at the company's Beauti-Tone Paint and Home Products facility in Burford, Ontario and does his best to provide top-notch service to customers at Payzant Home Hardware Building Centre in Lower Sackville, Nova Scotia and Geerlinks Home Hardware Building Centre in St. Thomas, Ontario.

More information about *Undercover Boss Canada* is available at <http://www.wnetwork.com/Shows/Undercover-Boss-Canada.aspx>.

About Home Hardware Stores Limited

100% Canadian owned and operated, Home Hardware Stores Limited has a presence in every Canadian province and territory and is the country's largest independent, Dealer-owned hardware, lumber, building materials and furniture cooperative. Founded on January 1, 1964 by 122 independent hardware Dealers, the cooperative now includes more than 1,080 stores, under the Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners, with annual collective retail sales of more than \$5 billion. Home Hardware's independent Dealer-Owners, recognized by the North American Retail Hardware Association as Canada's best-trained Dealer group, have access to 100,000 quality brand name and private label products, a world-class distribution system and draw upon the power of Home Hardware's network to provide their local communities with top quality products and services at competitive prices.

About W Network

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to

a popular games section and a rich online community. W has built a leadership position as “marketing to women experts” through its various research initiatives, including The Her Report.

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