

Home Hardware ranked one of “Canada’s Most Valuable Brands”

St. Jacobs, ON, August 7, 2012 — Home Hardware Stores Limited, Canada’s largest independent, Dealer-owned hardware, lumber, building materials and furniture cooperative, has been ranked one of *Canada’s Most Valuable Brands* by Brand Finance, the world’s leading independent brand valuation consultancy.

"Home Hardware is a deeply impressive Canadian brand, drawing on all the best Canadian virtues and turning them into a solid business model which has the ability to extend through its network of independent Dealers into every corner of the country," said David Haigh, CEO & Founder, Brand Finance. "Home Hardware is a down-to-earth brand, right for the harsh economic times, with great customer service, value for money products and a refreshing honesty that will help it succeed in virtually any market across Canada - large or small."

Home Hardware was ranked #39 on the Brand Finance list of Top 50 Canadian Brands and #3 among private companies. Furthermore, the Canadian home improvement retailer was ranked #6 of the Top 10 Retail Brands, a result of its successful business model, best-in-class program for independent hardware retailers and wide-reaching marketing and advertising program.

"Home Hardware has always been focused on helping our independent Dealer-Owners build relationships with their customers," said Paul Straus, President and CEO, Home Hardware Stores Limited. "That is why Home has continued to invest strategically in programs that connect our brand and our Dealers with Canadians. When customers enter our stores our brand experience is backed by a diverse product offering, competitive prices and personal service. We are very proud to be recognized as one of Canada’s most valuable brands."

More information on Brand Finance’s *Canada’s Most Valuable Brands* is available at www.brandfinance.com/knowledge_centre/journal/brand-finance-journal-canadian-issue.

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.

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