



**Press Release  
FOR IMMEDIATE RELEASE**

## **CRAFTSMAN® TOOLS NOW AVAILABLE IN CANADA EXCLUSIVELY AT LOWE'S, RENO-DEPOT, RONA AND ACE**

*Initial CRAFTSMAN offering includes mechanics tool sets, storage and more*

**Boucherville, QC – May 24, 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, announced today that CRAFTSMAN products are now available at its Lowe's, RONA, Reno-Depot and Ace banners. Select CRAFTSMAN mechanics tool sets, tool storage, and flashlights can now be purchased in stores from these banners as well as online, just in time for Father's Day.

"We are thrilled to offer our customers the iconic CRAFTSMAN brand, renowned for its high-quality tools, storage products and outdoor power equipment," said Igor Halencak, Executive Vice-President, Central Customer Services for Lowe's Canada. "Lowe's Canada strives to bring Canadians the best selection of brands they know and trust, and we see CRAFTSMAN as a great addition to our already strong assortment. Thanks to our nationwide multiformat, multibanner network of stores and our industry-leading eCommerce platforms, we are making it easier than ever for all Canadians to access the best tools to tackle their home improvement projects."

Exclusive to the Lowe's Canada network, the initial CRAFTSMAN collection features full mechanics tool sets starting at \$24.99, tool storage chests and drawer cabinets starting at \$169.00, as well as tool boxes and portable workstations starting at \$19.99, along with other products. Later this year and in time for the holidays, a broad offering of CRAFTSMAN products will phase into stores, including hand tools, power tools and select outdoor power equipment.

"CRAFTSMAN is a brand that is built on pride. This relaunch celebrates our long-standing reputation of trust," said Allison Nicolaidis, Chief Marketing Officer for Global Tools & Storage at Stanley Black & Decker. "We're eager to introduce new CRAFTSMAN products that can be relied on by generations to come."

CRAFTSMAN is known for its competitive warranties, which will also be honored by Lowe's Canada, providing customers a guarantee promise. If customers have questions about the warranty, they are encouraged to call CRAFTSMAN's Customer Care Hotline at 1 888 331-4569 or write to [craftsman@sbdinc.com](mailto:craftsman@sbdinc.com).

### **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](http://Lowes.ca).

**About CRAFTSMAN®**

CRAFTSMAN manufactures high-performance tools including lawn and garden products, a full range of hand and power tools, and tool storage that North Americans have relied on for over 90 years. Today, CRAFTSMAN empowers doers to achieve their dreams and take pride in a job well done. For more information, visit [www.CRAFTSMAN.com](http://www.CRAFTSMAN.com) and follow CRAFTSMAN on Facebook, Twitter and Instagram.

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