



**Press release
For immediate distribution**

**RONA CELEBRATES THE 100TH RONA DEALER STORE TO JOIN
ITS E-COMMERCE PROGRAM**

***RONA Bois Turcotte joins the network of RONA dealer stores across the country
offering this service to their customers***

Boucherville, QC – July 5, 2018 – RONA, a banner of Lowe's Canada, a leading home improvement company operating or servicing over 630 stores across the country, is proud to announce that a 100th RONA dealer store now offers online purchases to its customers. This important milestone was reached with the addition of the three RONA Bois Turcotte stores, located in Val-d'Or, Amos, and Malartic.

Launched in 2017, this quick, convenient service enables RONA dealers to offer a virtually enhanced product selection to their customers with no added pressure on stores' inventory or storage capacity. Customers can choose from more than 40,000 products available on rona.ca, place an order online, and then pick up their purchases at a participating RONA dealer store. Since June 2018, they have also been able to purchase online exclusive products, including gazebos and vanities.

"In 2018, e-commerce is indispensable, especially in regional markets, where our stores serve larger areas. In addition to being able to offer our current customers a wide range of products, we can now reach customers farther away," said Sylvie Turcotte, co-owner of the RONA Bois Turcotte stores.

"Reaching the milestone of a 100th affiliate dealer store to offer the online purchase option clearly demonstrates dealer enthusiasm for e-commerce, as well as the benefits of an omnichannel approach in our industry," added Philippe Element, Divisional Vice-President, RONA Dealers. "We are delighted to be providing our RONA dealer network with tools to help drive their growth, and we will be further developing our online offering, including with online exclusive products."

Dealers innovating to maximise e-commerce benefits

Some RONA dealers are innovating by incorporating e-commerce solutions in their daily operations. Bruce Allen, owner of RONA North Vancouver, has been providing this service since November 2017. To guarantee speedy, worry-free pickup for his online customers, he has implemented a drive-through service.

“In the rapidly changing world of retail, we must embrace new strategies to keep on meeting the changing needs of our customers,” explained Bruce Allen. “The customer response is incredible. Sometimes, 10 to 12 online orders have already been placed before the store is even open—which leads to a considerable increase in our sales.”

Customers who want to purchase online can go to rona.ca, use the store locator to select their preferred RONA store, and then start their online shopping.

About RONA

Created in 1939, RONA is a banner of Lowe’s Canada, one of Canada’s leading home improvement companies headquartered in Boucherville, Quebec. 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 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 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.

- 30 -

For more information, please contact:

Valerie Gonzalo

Media Relations

514-626-6976

media@lowescanada.ca

AVIS DE CONFIDENTIALITÉ : Ce courriel, ainsi que ses pièces jointes, est confidentiel et peut être protégé par le secret professionnel. Si vous n'en êtes pas le destinataire visé, veuillez en aviser l'expéditeur immédiatement et le supprimer; vous ne devez pas le copier, ni l'utiliser à quelque fin que ce soit, ni divulguer

son contenu à qui que ce soit. Lowe's et ses filiales se réservent le droit de contrôler le contenu de tous les courriels qui passent par leurs réseaux.

CONFIDENTIALITY NOTICE: This email, including any attachments, is confidential and may be privileged. If you are not the intended recipient please notify the sender immediately, and please delete it; you should not copy it or use it for any purpose or disclose its contents to any other person. Lowe's and its subsidiaries reserve the right to monitor all email communications through their networks.