



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **RONA LAUNCHES ONLINE MAGAZINE RONAMAG.CA**

**Updated daily, *RONAMAG* offers a must-read resource  
for Canadians looking to reinvent their living spaces**

**Boucherville, Quebec, May 9, 2011** – RONA inc. (TSX: RON, RON.PR.A), Canada's largest distributor and retailer of hardware, renovation and gardening products, today announced the launch of *RONAMAG*, a brand new online magazine that aims to nurture the creativity of Canadians by offering a unique platform that combines the latest trends with expert advice to help people accomplish their home renovation and design projects. The new magazine, available in both English and French, is part of RONA's mission to inspire Canadians to improve their living spaces, with the help of an innovative resource that uses the latest technologies to deliver an engaging online experience.

"With *RONAMAG*, our purpose is to guide consumers in their home renovation and décor projects, by offering a one-stop site where they will find useful tips and complete solutions, as well as plenty of inspiring ideas from RONA by Design and from the latest trends in renovation and home décor," said Karim Salabi, Vice President, Marketing - Image and Sponsorships at RONA. "Launching *RONAMAG* also demonstrates RONA's commitment to understand consumer needs and put innovation front and centre in our operations. We created this magazine using the latest technologies, so it would easily adapt to new formats and the changing needs of our customers."

### **Inspiring trends, ecoresponsible reno and useful videos**

Each day, new content will be added to *RONAMAG* in a wide array of topics related to home renovation and décor. The magazine is divided into three main sections: RONA by Design, ECO Inspirations and Video Zone. On the main page, visitors can explore various renovation and design solutions from RONA by Design, decoration and design projects created by experts in home furnishing and décor. Additionally, given RONA's strong commitment to the environment, the ECO section is entirely devoted to helping consumers make ecoresponsible choices when renovating. The Video Zone is a collection of short videos offering ideas and advice, along with demonstrations of RONA by Design projects. Thanks to contributors Colin & Justin, the magazine also offers a regular feature on a range of décor-related topics. Readers can also sign up to be notified when new content is added.

*RONAMAG* is produced in collaboration with Newad Édition, whose services include site architecture, programming and content production. RONA is also working with Sid Lee for the magazine's visual branding and the online campaign to coincide with the launch.

[Click here](http://ronamag.ca) to visit the new magazine **RONAMAG.CA**

### **About RONA**

RONA is the largest Canadian distributor and retailer of hardware, home renovation and gardening products. RONA operates a network of more than 950 corporate, franchise and affiliate stores of various sizes and formats. With close to 30,000 employees working under its family of banners in every region of Canada and more than 17 million square feet of retail space, the RONA store network generates over \$6 billion in annual retail sales. For more information, please visit **rona.ca**.

**For more information:**

**Media**

Emilie Verret  
Communications Coordinator  
RONA inc.  
514-599-5900, ext. 5271  
[emilie.verret@rona.ca](mailto:emilie.verret@rona.ca)

**Financial Community**

Stéphane Milot  
Senior Director, Investor Relations  
RONA inc.  
514-599-5951  
[stephane.milot@rona.ca](mailto:stephane.milot@rona.ca)