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ACE HARDWARE LAUNCHES INSTANT SAVINGS EXCLUSIVELY FOR ACE REWARDS MEMBERS

Ace Rewards Members Will Benefit from Instant Savings at Checkout

OAK BROOK, Ill., January 3, 2013 – Today, Ace Hardware, the largest retailer-owned hardware cooperative in the industry, proudly announces the launch of Instant Savings, a program exclusively for Ace Rewards members that allows them to receive valuable discounts instantly, right at the register.

No longer will Ace Rewards members have to redeem rebates through the mail and wait the four to six weeks it typically takes for those to be processed. Ace's most valuable customers can now receive Instant Savings on their purchases right at checkout.

Customers can find the featured Instant Savings offers by looking for the Instant Savings logo on products advertised in Ace's circulars and throughout the store at their local neighborhood Ace Hardware.

To receive Instant Savings offers, customers must simply present their Ace Rewards card at checkout or ask the cashier to lookup their Ace Rewards number by providing their phone number or last name and five-digit zip code.

"There is no doubt that The Helpful Place is getting a lot more helpful to our best customers," said John Surane, Senior Vice President, Merchandising, Marketing, Advertising & Print, Ace Hardware Corporation. "We have made it even easier for our customers to shop with Ace by delivering more value and convenience for them. We constantly look for ways to add value for our customers, and Instant Savings is a major new exclusive benefit to our Ace Rewards loyalty program that does just that."

Instant Savings is just one of the benefits of being an Ace Rewards member. The program is free and will continue to provide exclusive member benefits such as 10 points for every \$1 spent, a \$5 Reward for every 2,500 points earned, money-saving coupons and sale reminders, along with helpful tips and content.

To sign-up as an Ace Rewards member and take advantage of Instant Savings today, visit <http://bit.ly/AceRewards> or stop by your local participating Ace Hardware store. Sign up is free and easy.

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About Ace Hardware

For more than 85 years, Ace Hardware has been known as the helpful hardware store in thousands of communities across America. Customers depend on Ace to help them take care of their homes quickly and easily so they can get on with their lives. In 2012, Ace ranked "Highest in Customer Satisfaction among Home Improvement Stores for the Sixth

Consecutive Year,” according to J.D. Power and Associates. With over 4,600 hardware stores locally owned and operated across the globe, Ace is the largest hardware cooperative in the industry. Headquartered in Oak Brook, Ill., Ace and its subsidiaries currently operate 14 distribution centers in the U.S and also have distribution capabilities in Shanghai, China; Panama City, Panama; and Dubai, United Arab Emirates. Its retailers’ stores are located in all 50 states, the District of Columbia and approximately 60 countries. For more information on Ace, visit www.acehardware.com.

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