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BETHLEHEM ACE HARDWARE & HALLMARK UNDER NEW OWNERSHIP

The Helpful Hardware Company acquires Bethlehem Ace Hardware & Hallmark expanding its North Carolina operations to Hickory, NC.

Hickory, NC, May 4, 2023 - The Helpful Hardware Company is pleased to welcome Bethlehem Ace Hardware & Hallmark, Hickory, NC, to its rapidly growing family of 17 Ace Hardware stores in Georgia, South Carolina, North Carolina, and Tennessee. Bethlehem Ace Hardware & Hallmark has been serving the Hickory area for over 40 years under the leadership of Randy and LaShae Bock. The Helpful Hardware Company will provide additional resources to enhance the shopping experience for the Hickory community, offering an extensive range of products and services such as, a Hallmark Gold Crown Shop®, an expansive gift shop, a small engine repair shop, and a large selection of the best brands offered at Ace Hardware stores, including Benjamin Moore®, Craftsman®, Weber®, Big Green Egg®, Traeger®, STIHL®, and SCAG® lawnmowers. Bethlehem Ace Hardware & Hallmark is The Helpful Hardware Company's second location in North Carolina. The Company acquired Indian Trail Ace Hardware in 2021 and continues to pursue expansion opportunities in the greater-Charlotte, NC market.

“Bethlehem Ace Hardware & Hallmark is an exciting new addition to our chain of stores in the Southeast and broadens our presence in North Carolina. This strategic move aligns with our vision for continued growth and expansion throughout the Southeast, and we look forward to providing superior customer service and product offerings to the Hickory community for years to come”, said Darin Workman, President of The Helpful Hardware Company.

The Helpful Hardware Company, headquartered in Cumming, GA, is a member of the largest retailer-owned, cooperative, Ace Hardware. Founded in 2014, The Helpful Hardware Company has grown to 17 stores across the Southeast. The company is led by Darin Workman, who has over twenty-five years of leadership experience in the hardware industry. Together with JPB Partners, a family office investor out of Hanover, MD, The Helpful Hardware Company continues to seek more acquisition opportunities for further growth and expansion.

Operating as Ace Hardware, The Helpful Hardware Company is committed to growing deep roots in the communities it serves and our commitment to customer satisfaction is unmatched. For more information about Bethlehem Ace Hardware & Hallmark, visit www.helpfulhardwareco.com.

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,300 locally owned and operated hardware stores in approximately 70 countries. Headquartered in Oak Brook, Ill., Ace, and its subsidiaries operate an expansive network of distribution centers in the U.S. and around the world. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit acehardware.com or newsroom.acehardware.com.