



**PRESS RELEASE
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Audet family acquires RONA store in Quebec City

With an investment of more than \$1.4 million, Matériaux Audet offers a completely enhanced shopping experience to its customers

Boucherville, Quebec, September 29, 2011 – RONA inc. (TSX : RON, RON.PR.A), the largest Canadian distributor and retailer of hardware, renovation and gardening products, hosted a celebration today to mark the grand opening of its Matériaux Audet affiliate store, which has been completely revamped and redesigned.

Located at 2795 Père-Lelièvre Boulevard in Quebec City, in a building that was completely restored, the store belonging to Marie-Claude and Mario Audet increased its floor space by 4,000 square feet to better serve the local community and contractors in the region.

As RONA affiliated dealer-owners, Marie-Claude and Mario Audet, who are third-generation dealers and the children of Onil Audet, are making a big return to the area by acquiring and renovating the RONA store on Père-Lelièvre Boulevard. The owners also have a second RONA affiliate store in Saint-Marc-des-Carières which has been in business for 65 years.

"Our main goal is to provide unparalleled service to our customers, whether they're weekend do-it-yourselfers or specialized contractors," said Marie-Claude Audet. The completely renovated store offers close to 22,000 regular and specialized products, including a wide range of roofing materials and wall coverings. Among the services available are a specialized paint department catering to painting contractors and an ultra-modern carpentry workshop with a comprehensive cutting service. As well, the store manufactures wooden fences in several sizes from fourteen available models and three different types of wood. Finally, it designs furniture and kitchen cabinets, which are also displayed in a showroom. "It was important to us to diversify the products and services available to our customers. That's why we made all these major changes," said Mario Audet, co-owner of the store.

Mario St-Louis, Vice-President, Retail – Quebec, at RONA, noted that the efforts made by the Audet family demonstrate their commitment to sound leadership: "With these extensive renovations, this new store now offers a thoroughly enhanced shopping experience in a practical, effective environment that will appeal to every type of customer."

The store's departments are as numerous as they are varied: paint, lighting, flooring, mouldings, building materials, plumbing, electrical, hardware, tools, kitchen, bathroom, household goods, storage and seasonal products.

About RONA

RONA is the largest Canadian distributor and retailer of hardware, home renovation and gardening products and 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. Visit rona.ca.

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