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COTTER CARICATURE TO APPEAR ON TRUE VALUE IROC RACE CARS

Chicago, IL, February 14, 2000 - In honor of Chief Executive Officer Dan Cotter's recent retirement from True Value as well as his long-time support of auto racing, a caricature of Mr. Cotter will appear on all IROC cars during the IROC 2000 auto racing season.

"It's thrilling to see a caricature of yourself, especially when it's on the hood of every IROC car on the track. Really, I've been blessed," said Cotter, in reaction to the news that his likeness will soon be speeding over many of the most famous race tracks in America.

True Value has been an IROC sponsor since 1984. But Dan Cotter's love of auto racing goes all the way back to his childhood, when he was an avid fan of short track racing. He bought his first race car while he was still in high school.

By 1981, with a True Value racing team competing both at Indianapolis and on the Indy car circuit, Dan found himself at the absolute top level of motorsports.

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Kuhr Named TruServ CFO

True Value, is the world's largest hardware and home center retailer with more than 7,000 locations worldwide, representing annual retail sales of more than \$14 billion. In addition to its store-within-a-store concepts, Just Ask Rental, Tru-Gardens, True Value Paint Shop, and Power Place Outdoor Power Equipment, True Value also offers its own nationally recognized and awarded paint lines, E-Z Kare and Weatherall. Additional information on True Value and individual True Value locations is available at www.truevalue.com.

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