

For more information:
Rich Bartecki
773-695-5320

**TRUSERV.COM RECOGNIZED AS SELECT SITE
BY DOW JONES BUSINESS DIRECTORY**

Chicago, Ill., July 15, 1999 - Truserv.com has been recognized by the editors of the Dow Jones Business Directory as a "Select Site." The TruServ Corporation Web site, which also links to the TruServ family of neighborhood hardware stores (True Value, ServiStar and Coast to Coast), was ranked near the top in all four rated categories: content, speed, navigation and design. "You will find few, if any, technical or design gaffes here," explains the site review.

The Directory's review especially noted the recent implementation of a program allowing local True Value, ServiStar, Coast to Coast stores to sell a selection of popular products online, a program which broadens the definition of "neighborhood hardware store." Visitors to truserv.com have the opportunity to link to the separate truevalue.com, servistar.com or coasttocoasthardware.com sites to order items from participating stores.

"Many people's perceptions of a business are shaped by their impressions of the Web site," says Neil Hastie, assistant vice president of e-business for TruServ. "This honor is a sign that TruServ is giving site visitors what they need and want."

You can view the Dow Jones Business Directory review by visiting bd.dowjones.com.

TruServ is the world's largest member-owned wholesale cooperative with pro forma sales of \$4.2 billion. The TruServ cooperative includes more than 10,000 independent retailers worldwide operating under the store identities of True Value Hardware, ServiStar Hardware, ServiStar Lumber Yards/Home Centers, Coast to Coast Hardware, Coast to Coast Home & Auto, Grand Rental Station, Taylor Rental Center, Home & Garden Showplace and Induserve Supply.

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