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**More Ideas, More Advice, More Products, More Savings,
More Stores on new Truevalue.com**

Chicago, Ill., (October 29, 1999) Do-It-Yourselfers will now be able to find the hardware industry's most comprehensive library of online home repair and maintenance, gardening, interior decorating and landscaping ideas and advice at truevalue.com, the new Web site from True Value, the world's largest retail hardware chain.

In a move unmatched by any other DIY web site, visitors to truevalue.com will soon be able to create their own online scrapbook, called "My Stuff", that they can fill with ideas, articles, photos, product coupons and other materials on their favorite home improvement, gardening, automotive and DIY topics. Through the "My Stuff" area, consumers will be able find links to the web site of their nearest True Value store, place orders and receive instant updates on the status of all products ordered.

Visitors to truevalue.com will draw from a collection of hundreds of home improvement articles and features, developed over True Value's 50-plus years assisting homeowners around the world. "How-to" features cover virtually every conceivable topic for the home and garden including doors and windows, electrical systems, exterior maintenance, grilling, heating and cooling, holiday decorating, home safety and security, kitchens and baths, interior and exterior painting, plumbing, power and hand tools, shelving, weatherproofing and automotive care and maintenance.

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Site visitors needing help with their own unique decorating, gardening or fix-up challenges can also call upon the “Ask the Experts” feature of the site. This team of hardware, home center and gardening experts gives fast, accurate and reliable advice to site visitors.

A small sample of the organizations providing truevalue.com experts includes The National Gardening Association, Minwax (wood care), Weber Grills (outdoor cooking), Frost King (weatherproofing) and EZ-Kare and Weatherall paint (interior and exterior paint projects).

Launch of the new site comes quickly on the heels of a move announced in September by True Value to create the largest retail hardware chain in the world. Beginning October 1, 1999, more than 3,000 Coast to Coast and ServiStar hardware stores will become True Value stores, putting the True Value name in the category of such famous retailers as McDonald’s, Taco Bell and Burger King.

The redesign of the True Value site foreshadows plans by the retailer to launch e-commerce in early 2000. According to True Value’s vice president of e-commerce, Neil Hastie, the move announced today creates a destination site that caters to homeowners’ repair, maintenance and home improvements needs. Providing content that is relevant to each homeowner is key and will be integrated into the shopping experience.

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“True Value’s name is synonymous with convenience, knowledge and friendly, neighborhood advice,” said Hastie. “Now that same convenience, knowledge and friendly, neighborhood advice is being brought to the Internet. We believe the Internet-savvy consumer will find truevalue.com to be the best site to find the right ideas, the right advice and soon the right products.”

True Value is the world’s largest hardware and home center retailer with more than 5,500 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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