



MEDIA ALERT:

October 4, 2024

**TRUE VALUE'S 2024 SPRING REUNION TO SHOWCASE
INVESTMENTS SUPPORTING RETAILER GROWTH**

February 2-4 | New Orleans, LA

We are thrilled to announce our [2024 Spring Reunion](#) and would be honored for you to join us at the Ernest N. Morial Convention Center in New Orleans.

Spring Reunion will highlight several of the many key investments True Value has recently made – and will be making in 2024 – to support our independent retailers' growth. So far in 2023, these investments include:

- \$10 million on opening new stores and refurbishing existing stores.
- New space-planning software, enabling retailers to better optimize their retail space and support the rollout of our transformative assortments.
- Launching a proprietary retail price optimization program to grow gross margin dollars while lowering the time and effort spent on pricing.

In 2024, we will launch a game-changing, \$20 million investment in state-of-the-art Order Management and Warehouse Management systems. These systems will provide more accurate inventory counts and improved ability for retailers to reserve the inventory they want for their store.

Additionally, 2024 will mark the launch of our new brand marketing campaign, driven by the tagline "Here for You, True Value." The campaign will run at the national level with local support to remind consumers that their local, independent hardware store has the expertise, convenience, and right products to help them get the job done.

"Our unwavering focus remains on partnering with retailers to help grow their businesses while making it easier for them to work with us," said True Value CEO Chris Kempa. "Despite the challenging economic environment we're all facing, our core strategies around this are yielding strong results. The industry-leading programs we are implementing, from pricing to brand investments, are just a few examples of how we equip our hardware stores with the tools they need to best serve their local communities."

The show floor will open at 8:15 a.m. on Friday, February 2, after the General Session company update from senior leadership, and closes at 1 p.m. on Sunday, February 4. The Reunion ordering window for retailers will run through March 3.

For more information on True Value's Spring 2024 Reunion, visit: [**2024 Spring Reunion**](#).

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Contact Information:

Please get in touch with any questions or interview requests:

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