



Hardware Holdings, LLC Announces Corporate Name Change to World and Main, LLC

Cranbury, New Jersey – October 5, 2015

Hardware Holdings, LLC announced today that it is changing its corporate name to World and Main, LLC.

“The introduction of World and Main is an exciting time for us, and our customers,” said Donald C. Devine, President and CEO. “Our new name better reflects our mission of delivering simplicity and facilitating success for all our customers across the home, hardware, plumbing and building supply categories.”

Hardware Holdings was created in 2013 through the merger of the Howard Berger Company and the assets of Handy Hardware. Over the past 24 months, the company has made a series of strategic acquisitions including Jones Stephens Corp., The Faucet Queens, Inc. and WordLock Inc.

“Integrating the capabilities of our acquired companies and creating an operating company structure has transformed our business, broadened our product portfolio and allowed us to expand the markets we serve,” added Devine. “The introduction of the World and Main brand is tremendously exciting as it marks our evolution into a national distribution company offering customers a complete assortment of branded products, plumbing and building supply products, and over 25,000 nationally-distributed owned brand products.”

With five North American distribution centers and a strong presence in China, World and Main brings together a unique combination of product development, merchandising, and distribution solutions to serve small- to medium-sized retailers and distributors. Through its retail distribution group, World and Main serves the needs of local and regional retailers, while the company’s wholesale distribution group services commercial and industrial distributors.

World and Main also markets a broad portfolio of home and hardware products under the company’s owned brands for multiple retail and industrial channels. “Our owned brand products are key to helping our customers succeed,” said Anthony DeRosa, VP of Marketing. “These brands deliver higher margins to our customers and allow them to compete more effectively with competitors of all sizes.”

Handy Hardware, HBC Home & Hardware Products and Jones Stephens will continue to operate under their respective names, leveraging their unique brand equities. Each will be referred to as “a World and Main company.”

World and Main, LLC

324A Half Acre Rd
Cranbury, NJ 08512

PHONE 609-860-9990
FAX 609-860-9991

worldandmain.com



The World and Main name will be introduced to customers at the company's HBC Home & Hardware Products NY/NJ Regional Fall Dealer Market, to be held on October 10-12 at the New Jersey Convention and Exposition Center in Raritan Center, Edison, New Jersey.

The company's new corporate website address is www.worldandmain.com.

About World and Main

World and Main, LLC brings together a unique combination of product development, merchandising, and distribution solutions across the home, hardware and building supply categories. The company is headquartered in Cranbury, New Jersey, and has offices in Houston, Texas; Moody, Alabama; and Wuxi, China, along with five North American distribution centers. Through its three divisions – HBC Home & Hardware Products, Jones Stephens plumbing supplies and Handy Hardware hardware distribution – World and Main stocks and distributes over 75,000 SKUs of branded and owned brands across 25 product categories. This broad basket of products, coupled with World and Main's exceptional distribution capabilities to all retail and commercial channels, enables the company to deliver on its value proposition: Delivering Simplicity. Facilitating Success.

Media Contact:

Anthony DeRosa

VP of Marketing

P 609.860.9990 x1178

AnthonyDeRosa@worldandmain.com

World and Main, LLC

324A Half Acre Rd
Cranbury, NJ 08512

PHONE 609-860-9990

FAX 609-860-9991

worldandmain.com