
COMMUNICATION
For Release
Thursday, May 20, 2021



Medicine Hat partners building 'Maple Ave ACE Hardware' with foundational business advantage from ACE Canada / Sexton Group Strategic Alliance

ACE Canada and the Sexton Group Ltd are pleased to announce the new Maple Ave ACE Hardware in Medicine Hat, Alberta has chosen to align with us and gain the advantages extended to independent hardware and lumber dealers through our Strategic Alliance.

The Sexton Group and ACE Canada Strategic Alliance was formalized and publicly announced in November 2020, with full collaborative terms taking effect January 1, 2021. At the core of the alliance is a joint supply agreement providing the opportunity for all ACE dealers and/or Sexton Group members to benefit from expanded and improved product selection, distribution and other services that only two innovative and exceptional leaders in their own areas of expertise could bring to the table in a combined offering.

"It is exciting to see our Strategic Alliance vision and program take shape once again in Medicine Hat. This incredible new store will bring together everything ACE Canada and the Sexton Group has to offer and demonstrates the belief shown by these independent dealer owners in the solid opportunity this program represents. We welcome 'Maple Ave' to the ACE Canada brand and believe the groundwork is in place for a long, healthy and successful business relationship." - *Damian Zapisocky, Senior VP, Corporate and Strategic Development, Peavey Industries LP - ACE Canada*

"At Sexton we have always been proud to grow with members in their local communities. We are excited to be a part of this grass roots store in Medicine Hat, Alberta and look forward to servicing their building material requirements under their new store, Maple Ave ACE Hardware. We welcome Myrna, Colin and Shane to the Sexton Group." – *Eric Palmer, Vice President and General Manager, Sexton Group Ltd.*

Located at 760 - 3rd Street SE, Maple Ave ACE Hardware is an entirely new hardware and lumber outlet for Medicine Hat. Business owners Myrna Stark, Colin Hyland and Shane Marshall each bring their own strengths to the table, providing the ideal combination of skills and knowledge required to build their business into one their community will appreciate and grow to rely on for years to come. Along with a hardware, high-end housewares and a lumber and building materials focus, the group has plans for an onsite sausage and jerky processing facility, with these savory products available for purchase instore.

"Together with my partners, Colin and Shane, we are very excited to bring the ACE Hardware name to Medicine Hat. This is a new and exciting brand for our area and I am sure our community will love the variety of items we will offer in our garden centre, our lumber yard, our barbeque area or just in our store itself. The easy access and the convenience of our location, directly on Maple Avenue, is something that we know will please our surrounding neighbors. We can't wait to open our doors and get started!" – *Myrna Stark, Partner/Owner, Maple Ave ACE Hardware*

Construction of the new retail building and lumber yard are in progress and Maple Ave ACE Hardware is expected to be open for business by the end of June. Stay tuned for future brief announcements and updates as opening day nears.

For more information on the ACE Canada and Sexton Group Strategic Alliance please direct enquires to joinACE@peaveyindustries.com or communications@sextongroup.com

Media enquiries may be directed to: Alanna Wilson, Marketing Manager at alanna.wilson@peaveyindustries.com.

About Peavey Industries LP and ACE Canada

Peavey Industries LP is the parent to two subsidiary corporate brands – Peavey Mart and MainStreet Hardware – with retail stores across the country. 'Canada's Largest Farm and Ranch Retailer' is proudly 100% Canadian and employee owned and gratified to have been serving their loyal customers since 1967. In March 2020, Peavey Industries acquired the Ace Canada brand adding both corporate stores and Ace-branded dealer stores to the PILP retail family. For further details about Peavey Industries LP and their brands, email marketing@peaveyindustries.com.

About Sexton Group Ltd

Sexton Group Ltd is an independently owned buying group for building materials, hardware, lumber and manufactured structures. We are a dedicated team of industry experts focused on our independent members success. We negotiate strong, regionally competitive programs for all members coast-to-coast. We work for our members every day, so they can focus on what matters most – their business. We are committed to our 300 members, representing over 400 locations in every province and territory in Canada. Please contact Eric Palmer, call (204) 694-0269 or email palmer@sextongroup.com
