



PRESS RELEASE
FOR IMMEDIATE RELEASE

RONA GROWS MARKET SHARE AND IMPROVES EFFICIENCY IN A CHALLENGING ENVIRONMENT

Boucherville, Quebec, November 10, 2010 – RONA inc. (TSX: RON), the largest Canadian distributor and retailer of hardware, renovation and gardening products, today reported its financial results for the 13-week and 39-week periods ended September 26, 2010 (third quarter and first nine months of 2010). All figures in this release are in Canadian dollars.

FINANCIAL HIGHLIGHTS

Compared to the third quarter of 2009:

- Total sales decreased 0.5%, same-store sales down 2.25%
- Gross margin was up 32 basis points and adjusted gross margin up 26 basis points to 29.58%
- EBITDA was up 0.8%, excluding 2009 unusual items down 4.6%
- Net earnings of \$50.2 million, up 2.2%, excluding 2009 unusual items down 5.8%
- Earnings per share (diluted) unchanged at \$0.38, excluding 2009 unusual items down \$0.03

OPERATIONAL HIGHLIGHTS

- Expansion and diversification of the Distribution segment with the acquisition of TruServ Canada
- The Commercial and Professional Market division experienced strong organic growth and took further steps toward establishing a national platform for its services with the announcement of three acquisitions
- 5% growth in private-brand and control-labelled products and achievement of 22% penetration rate
- Issuance of RONA cards under the RONAdvantages program doubled over last year
- Continued development of the affiliated dealer network with year-to-date addition of 230,000 square-feet of selling space, representing close to \$90 million in annual retail sales, and selection of five projects under RONA's unique succession-planning program for store ownership

"Declining consumer confidence has made it difficult to achieve customer growth over the past two quarters, however, we have been able to make gains with respect to other objectives, such as growing market share, expanding our distribution, commercial and professional businesses and improving efficiency," stated Robert Dutton, President and CEO of RONA. "Taking into account recently announced acquisitions, we are at 19% market share, up from 17.5% at the beginning of the year and on target to reach our 20% objective by the end of 2011. The benefits of efficiency improvement initiatives are also being reflected in the 26 basis point improvements in gross margin this past quarter."

"We expect economic recovery to be slower than our initial assumptions and consumer confidence to remain a challenge," said Mr. Dutton. "In response, we intend to take appropriate short-term actions to minimize the financial impact of slower customer growth on our results, while pursuing new development opportunities. Our industry is undergoing important changes, especially in the distribution, and in the commercial and professional wholesale businesses, and we intend to use our financial flexibility to play a very active role in the consolidation of these markets."

FINANCIAL RESULTS

CONSOLIDATED RESULTS FOR THE THREE-MONTH PERIOD ENDED SEPTEMBER 26, 2010

The results discussed and analyzed in this section are for the three-month period ended September 26, 2010 and, when compared, are compared to the results for the three-month period ended September 27, 2009, unless otherwise indicated.

Sales were \$1,313.7 million, down \$6.8 million, or 0.5%, including a 2.25% decrease in same-store sales. The decrease was the result of a 0.2% decrease in Corporate and Franchised Stores segment sales and a 1.7% decrease in Distribution segment sales. The decline in same-store sales reflects mainly the continued decline in consumer confidence over the quarter, lower housing activity compared to last year, unfavourable weather (particularly in Western Canada) and tax credits that were available to consumers last year, but not this year. Sales growth relating to acquisitions, new stores and the Commercial and Professional Market division helped to offset this downward pressure.

Retail consumers are being more prudent and selective in their spending as they are worried about the economy, job creation and their debt levels. This behaviour was reflected in less traffic through the stores and lower weekend and install sales. However, for those who did shop, the average size of the basket was up slightly, suggesting that the merchandising and in-store service initiatives were having good success.

While this consumer malaise is affecting all regions, it was more evident in Western Canada than in the rest of Canada and weather conditions have been particularly unfavourable again this quarter. Atlantic Region sales saw some strengthening as the integration of the Pierceys acquisition is progressing smoothly. Quebec stores, particularly those that had expanded from the RONA Le Régional to the RONA L'entrepôt banner, did reasonably well, while commercial and professional market sales were particularly strong in Ontario.

In the retail segment, HVAC (heating, ventilation and air conditioning) category was strong due to a heat wave in July. We also gained market share in the lighting category following a complete remerchandising of the category and strong imported product assortment at competitive prices. However, the kitchen, paint and flooring categories were weak due to tax credits that were available to consumers last year, but not this year, as well as a special kitchen truckload sale realized last year. The Commercial and Professional Market division continued to experience strong sales growth in the plumbing, HVAC, lumber and building material segments.

Net of intersegment activities, Distribution sales decreased 1.7% to \$309.5 million. The decrease represents pressure on same-store sales from our affiliated dealers which was reflected in their purchases.

The gross margin was 27.08%, up 32 basis points, while the adjusted gross margin was up by 26 basis points, to 29.58%. Growth comes from optimisation of product categories, better conditions from vendors, shrink reduction, as well as increased imports and private and controlled brand sales.

EBITDA amounted to \$106.7 million, an increase of \$0.9 million, or 0.8%, as the result of a 0.2% increase in Corporate and Franchised Stores segment EBITDA and a 3.2% increase in Distribution segment EBITDA. The EBITDA margin increased 11 basis points to 8.12% due to a 3 basis point increase for the Corporate and Franchised Stores segment and a 35 basis point increase for the Distribution segment. Excluding unusual items, EBITDA was down \$5.1 million, or 4.6%, and the EBITDA margin was down 34 basis points. This decrease is attributable to a decline in same-store sales partly offset by efficiency improvement measures. Charges for unusual items were incurred in 2009 and were attributable to the re-evaluation of commitments related to store closures in the Corporate and Franchised Stores segment.

Interest expenses on long-term debt and bank loans were up only \$0.1 million, or 1.3%, reflecting a share issue in June 2009 and a more disciplined management of the balance sheet and capital investments, which compensated for a slight increase in short-term rates.

Amortization and depreciation costs totalled \$27.1 million, an increase of \$1.2 million or 4.7%. This increase can be attributed to the opening of new corporate stores, the renovation program for existing corporate stores, acquisitions and ongoing improvements to information systems.

Net earnings were up \$1.1 million to \$50.2 million, and earnings per share (diluted) were unchanged at \$0.38. Net earnings were up due primarily to the contribution of the Distribution segment. Excluding unusual items recorded in 2009, net earnings were down \$3.1 million, or 5.8%, and earnings per share (diluted) were down \$0.03, or 7.3%.

CONSOLIDATED RESULTS FOR THE NINE-MONTH PERIOD ENDED SEPTEMBER 26, 2010

The results discussed and analyzed in this section are for the nine-month period ended September 26, 2010 and, when compared, are compared to the results for the nine-month period ended September 27, 2009, unless otherwise indicated.

Sales were \$3,663.3 million, up \$126.9 million, or 3.6%. Sales growth is attributable to a 3.8% increase in Corporate and Franchised Stores segment sales and a 3.0% increase in Distribution segment sales. Corporate and Franchised Stores segment sales were \$2,763.6 million, an increase of \$100.7 million, or 3.8%. This growth is attributable to new store openings and same-store sales growth of 4.6% in the first half of the year, offset by a same-store sales decline of 2.25% in the third quarter. After nine months, same-store sales were up 1.98%. Six stores were opened in the first nine months of the year, two in Ontario, one in Alberta, one in Saskatchewan, and two in Quebec. The strong growth in same-store sales during the early part of 2010 to a large extent mirrors the recovery in the Canadian economy, which started the year at a strong pace, but more recently appears to be slowing down, particularly in the area of housing activity. Unfavourable weather patterns have also had some impact on sales. Within the segment, the Commercial and Professional Market division has recorded strong sales growth throughout the period for all product lines, especially in the plumbing and HVAC segments. Net of intersegment activities, Distribution segment sales increased 3.0% to \$899.7 million. This sales increase is the result of 13.4% growth in the first quarter of 2010, tempered somewhat by slower growth in the second quarter of 0.2%, and a decline in the third quarter of 1.7%, reflecting the slowdown in economic and housing market activity over the course of the period, as well as unfavourable weather conditions and delays in imports from China.

The gross margin improved by 25 basis points, to 27.54%. The gross margin also improved on a quarterly basis, going from a 4 basis point year-over-year improvement in the first quarter of 2010, to a 25 basis point improvement in the second quarter, to a 32 basis point improvement in the third quarter. The adjusted gross margin rose by 37 basis points, to 30.45%. Growth comes from optimisation of product categories, better conditions from vendors, shrink reduction, as well as increased imports and private and controlled brand sales, partly offset by increases in overseas shipping costs and changes in product mix.

EBITDA was \$276.5 million, up \$22.3 million, or 8.8%, as the result of a 12.4% increase in Corporate and Franchised Stores segment EBITDA, partly offset by a 1.9% decrease in Distribution segment EBITDA. The EBITDA margin increased to 7.55%, a rise of 36 basis points due to a 59 basis point increase for the Corporate and Franchised Stores segment, partly offset by a 35 basis point decrease for the Distribution segment. Excluding unusual items, EBITDA was up \$8.1 million, or 3.0%, and the EBITDA margin was down 4 basis points. The charges for unusual items in the first nine months of 2009 were \$14.2 million relating to store closures. In addition to reflecting improved gross margins, this EBITDA increase also reflects benefits of efficiency improvement measures, in spite of additional costs associated with new store openings.

Interest expenses on long-term debt and bank loans were reduced by \$0.7 million, or 4.1%. This decline is attributable to a share issue in June 2009 and a continued effort to maintain a more disciplined management of the balance sheet and capital investments, resulting in lower debt levels.

Amortization and depreciation costs totalled \$82.4 million, an increase of \$5.0 million or 6.5%. This increase can be attributed to an impairment charge in the second quarter 2010, the opening of new corporate stores, the renovation program for existing corporate stores, acquisitions and ongoing improvements to information systems.

Net earnings were up \$13.6 million, or 12.7%, to \$121.1 million, and earnings per share (diluted) were up \$0.04, or 4.5%, to \$0.92. Excluding unusual items, net earnings were up \$3.8 million, or 3.2%, and earnings per share (diluted) were down \$0.04, or 4.2%, from \$0.96 in 2009. The difference between net earnings growth and earnings per share growth is explained by the differences in average shares outstanding during the respective periods. The increase in net earnings is due primarily to the contribution of the Corporate and Franchised Stores segment over the first nine months of the year driven mainly by strong results in the Commercial and Professional Market division.

CASH FLOWS AND FINANCIAL POSITION

Operations generated \$73.1 million of cash flow in the third quarter of 2010, compared to \$80.0 million in the third quarter of 2009. Net of changes in working capital, operations generated \$58.2 million of cash flow compared to \$100.1 million generated in the third quarter of 2009. For the nine-month period ended September 26, 2010, operations generated \$209.7 million, compared to \$194.0 million in 2009. Net of changes in working capital, operations generated \$44.2 million, compared to \$216.7 million in 2009. The differences in cash flow relating to changes in working capital items are mainly attributable to a \$90.2 million increase in inventory reflecting the opening of new stores, acquisitions, new HVAC lines of products introduced in our Commercial and Professional Market division as well as new products introduced at our Calgary Distribution Centre to support our growth in this part of the country. The decreases are also attributable to an increase in accounts receivable coming from a higher proportion of lumber and building material sales to the commercial and professional clientele as well as a decrease in accounts payable coming from higher imports and changes in product mix. In spite of the increase in overall inventory level, inventory turns increased slightly.

Over the past year, the Company exercised disciplined financial management and strictly monitored investments in fixed assets. In the third quarter of 2010, RONA invested \$34.0 million in capital and intangible assets compared to \$33.1 million invested in the third quarter of 2009. These investments were devoted to the expansion of our retail network, including the construction of new stores, renovations and upgrades of existing stores, as well as maintenance. We also allotted part of these investments to ongoing improvements in our information systems, in order to increase our operational efficiency. For the nine-month period ended September 26, 2010, RONA invested \$91.5 million in capital and intangible assets, \$32.6 million less than the \$124.1 million invested in 2009. The Company now expects its total investment in 2010 to be about \$165 million.

While cash has been used to fund acquisitions and capital expenditures over the past year, RONA's balance sheet has remained strong. On September 26, 2010, the ratio of total net debt to capital was 13.4%, compared to 11.9% as at September 27, 2009. The ratio of equity to assets was 63.9% at the end of the third quarter of 2010, compared to 61.2% as at September 27, 2009.

As at September 26, 2010, the Company had \$150.4 million of cash, which will be used over forthcoming quarters to realize various growth projects in Phase 2 of the Company's 2008–2011 strategic plan. RONA also has an undrawn committed credit facility of up to \$650 million.

UPDATE ON THE COMPANY'S STRATEGIC ORIENTATION

On February 27, 2008, RONA released its strategic plan for 2008-2011. The plan comprised two phases. Phase 1 of the plan focused on productivity, efficiency, and profitability (the "PEP program"), over the 2008-2009 period. On January 25, 2010, RONA unveiled Phase 2 of its strategic plan (the "New World program"), which places renewed emphasis on growth over the 2010-2011 period.

RONA's management made a commitment to provide quarterly updates of the plan's progress in its management report, and an annual update in its annual report and at its annual general meeting. The information below is an update of the plan's progress.

1. Customer growth:

Customer growth will be stimulated by numerous initiatives to improve the customer experience – innovative store concepts, new product categories, new private brand and controlled-label products, new tools and programs to improve customer loyalty, and new training programs for store employees.

- Last spring, RONAdvantages was improved and made into a permanent program that is now one of the most advantageous customer programs in the industry in Canada. The number of new RONA cards issued during 2010 under this program was double what was issued under the previous program during the whole year in 2009.
- RONA's private-brand and controlled-label product sales for the quarter were up 5% over last year, bringing the penetration level of these products to over 22%, up from 19% at the beginning of the year, and just two percentage points short of the 24% target for 2011.
- The ability to meet the needs of commercial and professional customers is growing rapidly as the Commercial and Professional Market division makes significant strides to develop a national platform, largely through strategic acquisitions (for more information on the acquisitions see below) and strong organic growth.
- Ten stores are being renovated to improve the shopping experience: eight in Ontario (Mississauga, Lindsay, Barrie, Windsor, Peterborough, Sheppard, Simcoe and Kingston) and two in Quebec (Anjou and Mascouche). They are expected to be completed by year-end.
- As part of its efforts to promote Canadian values of fair play, teamwork, social responsibility and perseverance, RONA has entered into an exclusive partnership with the Calgary Flames of the NHL (National Hockey League) and a major junior hockey team, the Calgary Hitmen of the WHL (Western Hockey League). RONA and the Flames together will explore creative ideas that will include renovating community youth facilities. RONA will contribute labour, materials and expertise to every project selected. The Company will benefit from having permanent, camera-visible RONA branding at the teams' home games, including two in-ice logos as well as signage behind the boards on the home net side. Additionally, a visible patch will be added to all Calgary Flames practice jerseys, a brand new initiative to the NHL this year. Part of the RONA network, TOTEM Building Supplies, an Alberta-based company, will also share in some visibility on the boards and within the arena.

2. Construction of new corporate and franchised stores:

RONA has several different store concepts to meet the specific needs of the communities it serves, big or small, urban or not. Be it a totally new store, or the expansion or transformation of an existing one, RONA has a design to meet the needs.

- To date this year, new store construction has resulted in the addition of about 300,000 square-feet.
- Just following the end of the quarter, the corporate RONA Le Régional store located in St-Luc, Quebec completed expansion plans to become a RONA L'entrepôt big-box store. The Upper Richelieu region, which it serves, has grown considerably in the last ten years and is still growing. The expansion adds an extra 20,000 square feet to the store, which now offers the full line of services provided by the RONA L'entrepôt concept, including specialized boutiques. Unique in the home improvement sector, RONA boutiques are designed to support the renovation process and make it more efficient. The store has an inventory of over 45,000 different items.

3. Development of the affiliated dealer network:

In addition to recruiting new dealers to the group and helping existing dealers to improve and expand their stores, a key element of development in this area is RONA's newly-minted succession-planning program. It was designed to secure RONA's leadership in the market and sustain the growth of its network. The Company's new succession-planning program will help RONA attract next-generation dealer-owners and continue to be the company that offers independent dealer-owners in Canada the best development support.

- In the first nine months of this year, 230,000 square-feet of store space has been added through the recruitment of new dealers and the expansion of existing dealer stores (63,000 square-feet through recruitment and 167,000 square-feet through expansion projects). This represents close to \$90 million in annual retail sales (about \$50 million relating to new dealers and \$40 million to expansion projects, which includes 49,500 square-feet associated with the new Blainville store detailed below). RONA dealers have also completed 84 projects in total, which include 23 expansions projects and 61 remerchandising projects. These projects represent close to \$35 million in investments by our dealers. Counting on the recruitment and all projects completed by RONA dealers, the Company is close to achieving its objective of adding \$100 million to \$150 million of annual retail sales to its dealer network and expects to end the year in line with this objective.
- In Blainville, Quebec, this past August, RONA dealer André Lespérance completed the conversion of an existing building into a new 49,500-square-foot proximity store, offering more than 25,000 products, and representing an investment of more than \$6 million in the local community. Renovation of the building that would become the new RONA store included measures to protect air quality and reduce energy consumption.
- In September, less than a year after the introduction of the innovative succession-planning program, five young leaders, representing four different projects, were the first selected to receive support from the Development Fund and recently two new projects were presented to the selection committee. This new program combined with the summer retreat described below is really gaining traction as more than 20 projects are currently under study by our young dealers and could potentially be presented to the selection committee in the coming year.
- In August, a youth forum was held in Kananaskis, Alberta for a number of young people representing the next generation of RONA leaders. This was the second such event. Led by Robert Dutton, RONA's President and CEO, the retreat consisted of active working sessions with senior members of RONA's Management Committee, as well as exchanges with industry experts and Canadian business leaders.

4. Acquisitions:

Through targeted acquisitions in retail, distribution and commercial and professional segments, the Company may quickly grow different aspects of its operations and capabilities, such as market coverage, brand extension, leverage of existing infrastructure, product offerings, and purchasing power, while also reducing the cyclical nature of the retail business.

- To date this year, nine acquisitions have been completed and/or announced, four of which were announced around the end of the third quarter: TruServ Canada Inc., Don Park Limited Partnership in Canada (to be acquired through Noble, a RONA subsidiary), Boiseries Signées (acquired through Matériaux Coupal, a RONA subsidiary), and MPH Supply Limited (acquired through Noble, a RONA subsidiary).
- TruServ Canada Inc. is a dealer-owned distributor headquartered in Winnipeg, Manitoba, which operates two warehousing and distribution centres, one of 400,000 square feet in Winnipeg and one of 250,000 square feet in Kitchener, Ontario, from where it supplies over 40,000 products (SKUs). It generates hardware distribution sales of over \$100 million and serves more than 650 independent dealers across Canada, including 250 stores under the True Value, V&S, Country Depot and other specialized banners, as well as 400 non-bannered stores. The transaction closed on November 3, 2010.
- Don Park Limited Partnership in Canada is specialized in the distribution and manufacturing of heating, ventilation and air conditioning products (HVAC). They operate 14 branches, as well as three manufacturing facilities and one distribution centre in Ontario. Founded in 1972, Don Park has a strong

growth profile, generating more than \$90 million in sales. The transaction is expected to close by year-end and is waiting for regulatory approvals.

- Boiseries Signées is a Quebec-based manufacturer of made-to-measure prefabricated, factory-built staircases. It enhances the presence of the Commercial and Professional Market division in the indoor staircase systems market and puts its finishing services in a more advantageous position. At the same time, it makes RONA the only company offering a complete line of indoor finishing products, hardwood floors and staircases, including a tailormade installation option, to its customers in the building trades. This really strengthens the appeal to housing and homebuilding professionals in the Greater Montreal Area and enables penetration of the Quebec City market.
- MPH Supply Limited is specialized in the distribution of plumbing products and operates five branches located in Vancouver and the Lower Mainland. The transaction also includes the acquisition of related company Better Bathrooms Limited, a retail outlet specialized in sales of finishing plumbing products (www.better-bathrooms.ca). MPH Supply and Better Bathrooms generate close to \$15 million in sales. It provides instant access to a new geographical area in the specialized plumbing market and adds critical mass to RONA's existing product and service offering in the specialized plumbing market, thus generating important procurement synergies with Noble. This transaction represents another step toward achieving RONA's objective of establishing a national platform in the commercial and professional market.
- In October, RONA exercised its right of first refusal to acquire Matériaux R. M. Bibeau Ltée, one of RONA's long-time affiliated dealers who wanted to sell its business. Following this transaction, their six hardware stores, located in Sorel, Tracy, Varennes, Contrecoeur, Longueuil and Ste-Julie, have become part of RONA's corporate store network.

OUTLOOK

While an economic recovery is underway, the pace of recovery seen in the first part of the year does not appear to be sustainable and is now expected to be even more gradual than previously anticipated. The Bank of Canada, for example, reduced its estimates for 2010 Canadian economic growth in April, July and, once again, in October, to reflect a more gradual recovery.

So economic growth continues to be anticipated, but at a slower rate, one which will likely be slower than what was anticipated when the Company unveiled its New World program in January. Consumer confidence is also much lower than expected and should continue to be a challenge. Given this context, management now expects that achievement of the financial objectives of the New World Program will likely be delayed.

However, the assumptions about retail sales growth relating to the development of the affiliated dealer network, market penetration for private-brand and controlled-label products, and acquisitions, remain unchanged for 2010 and 2011. Year-to-date, the Company has made very good progress on this front, adding more than \$550 million in annual retail sales, and there are still plenty of opportunities to sustain this level of growth.

RONA will continue to exercise disciplined financial management in order to maintain an investment grade profile while vigorously pursuing opportunities in the other growth vectors, as management believes the Company should take advantage of the current conditions to rapidly consolidate its market.

The objective of increasing RONA's market share in Canada from 17.5% to 20% also remains unchanged. In fact, the Company is well on its way to achieving this one as it is estimated to be 19% as of the third quarter when taking into consideration recently announced acquisitions. This growth in market share will gradually contribute to earnings and will be highly beneficial when market conditions improve.

Finally, with the acquisitions of MPH Supply in British Columbia, Boiseries Signées in Quebec and Don Park Limited Partnership Canada in Ontario announced just recently, as well as the acquisitions earlier this year of Plomberie Payette & Perreault and LGC in Quebec, we are making significant advances towards our objective of developing a national platform for our Commercial and Professional Market division.

The acquisition of TruServ Canada is also providing instant geographical penetration in many Canadian communities, particularly in Ontario and Western Canada, thus creating important growth opportunities. The acquisition also diversifies the network of dealer stores we serve by adding hardware, general merchandising and agriculture specialized stores.

This strategic acquisition also enables us to offer three different solutions to the benefit of independent dealers in Canada: the RONA-bannered dealer store, the TruServ specialized banners, and distribution services for dealers without banners. Now that we have all the complementary tools necessary to serve any type of dealer in Canada, we will launch a vast recruitment campaign targeting the 5,000 independent dealers across the country. More than half of these dealers are part of buying groups with no marketing plans and no succession program.

These strategic transactions, focused on the commercial and professional market and on the distribution market, will reduce the cyclical nature of our operations while providing strong growth potential and synergies. It will also open up opportunities for further acquisitions.

ADDITIONAL INFORMATION

The *Management's Discussion and Analysis (MD&A)* and unaudited financial statements for the third quarter of 2010 can be found in the "Investor Relations" section of the Company's website at www.rona.ca and on the SEDAR website at www.sedar.com. The Company's Annual Report, along with other information about RONA, including its *Annual Information Form*, can also be found on the RONA and SEDAR websites.

TELEPHONE CONFERENCE WITH THE FINANCIAL COMMUNITY

On Wednesday, November 10, 2010, at 11:00 a.m. (EST), RONA will hold a telephone conference for the financial community. To join the conference, please call 514-861-4190 or 1 877-677-7769. To listen to the call online, please go to: <http://www.gowebcasting.com/2090>.

NON-GAAP PERFORMANCE MEASURES

In this *Press Release*, as in our internal management, we use the concept of "earnings before interest, taxes, depreciation, amortization and non-controlling interest" (EBITDA). This measure corresponds to "Earnings before the following items" in our consolidated financial statements. We also use the concept of "adjusted gross margin," which corresponds to sales less the cost of goods sold including all vendor rebates.

While EBITDA does not have a definition that is standardized by GAAP, it is widely used in our industry and in financial circles to measure the profitability of operations, excluding tax considerations and the cost and use of capital. Adjusted gross margin is used by RONA's management to analyze the profitability of its network, including all vendor rebates. Given that these measures are not standardized, EBITDA and adjusted gross margin cannot be compared from one company to the next. Still, we establish them in the same way for each of the segments identified, and, unless expressly mentioned, our method does not change over time. EBITDA and adjusted gross margin must not be considered separately or as a substitute for other performance measures calculated according to GAAP, but rather as additional information.

FORWARD-LOOKING STATEMENTS

This *Press Release* includes "forward-looking statements" that involve risks and uncertainties. All statements other than statements of historical facts included in this *Press Release*, including statements regarding the prospects of the industry and prospects, plans, financial position and business strategy of the Company may constitute forward-looking statements within the meaning of the Canadian securities legislation and regulations. Investors and others are cautioned that undue reliance should not be placed on any forward-looking statements.

For more information on the risks, uncertainties and assumptions that would cause the Company's actual results to differ from current expectations, please also refer to the Company's public filings available at www.sedar.com and www.rona.ca. In particular, further details and descriptions of these and other factors are disclosed in the MD&A under the "Risks and uncertainties" section and in the "Risk factors" section of the Company's current Annual Information Form.

The forward-looking statements in this *Press Release* reflect the Company's expectations as at November 10, 2010, and are subject to change after this date. The Company expressly disclaims any obligation or intention to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, unless required by the applicable securities laws.

ABOUT RONA

RONA is the largest Canadian distributor and retailer of hardware, home renovation and gardening products. RONA operates a network of nearly 700 corporate, franchise and affiliate stores of various sizes and formats. With close to 30,000 employees working under its family of banners in every region of Canada and more than 16 million square feet of retail space, the RONA store network generates over \$6 billion in annual retail sales. Visit www.rona.ca.

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