



## News Release

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**OAKLEY ACE ACHIEVES HIGHEST LEVEL OF RECOGNITION FROM ACE HARDWARE CORPORATION  
FOR EXEMPLARY PERFORMANCE**

*Neighborhood store recognized as a top performing retail location*

**Oakley, CA, January 26, 2022** – Ace Hardware Corporation is pleased to announce that Oakley Ace Hardware achieved designation as a “Pinnacle Performance Retailing” store for its outstanding performance. Developed as part of Ace’s retail growth strategy, Higher Ground, Pinnacle Performance Retailing is focused on Ace’s customers, ensuring that Ace stores deliver on Ace’s helpful brand promise.

For more than 97 years, Ace Hardware has been serving its neighbors with helpful service and quality products. With more than 5,300 stores in approximately 70 countries, the team at Oakley Ace is one of only a few hundred Ace retailers to achieve this elite Pinnacle status. To achieve Pinnacle Performance Retailing, the team at Oakley Ace successfully completed a number of key performance drivers focused on quality, service and convenience, helping them provide a better overall shopping experience in their local community.

One example of a proven performance driver is “Helpful Certification,” the foundational element of Ace’s “Certified Ace Helpful” retail training curriculum. To become certified, Ace Hardware associates complete courses such as Helpful 101 and 201 and the store conducts a week-long team-based certification event.

Oakley Ace’s brother stores, Antioch Ace and Pittsburg Ace, also achieved Pinnacle Status this year, an exciting confirmation of positive change under the three Contra Costa stores’ new management. Jeff and Michelle Leopold and Troy Welch took over ownership of the stores in April, 2019 from previous owner Jerry Thorpe, and all three stores have added new departments and team members since. “We’re delighted that our investments and improvements in the store and team were recognized,” shared Troy Welch. “The Pinnacle award is a confirmation to our customers and team members that Oakley Ace’s team is truly achieving our mission statement of ‘the most helpful hardware stores in the community’.”

“Achieving Pinnacle Performance Retailing is a tremendous accomplishment for an Ace store,” said John Kittell, Vice President, Retail Operations and New Business, Ace Hardware Corporation. “We’re pleased to recognize Oakley Ace Hardware and its associates for their outstanding achievements, and proud to say they are a part of the Ace family.”

“The team at Oakley Ace is incredibly pleased to have earned the status as a Pinnacle Performance Retailing store again,” shared Stella Santiago, Store Manager at Oakley Ace. “What this means for our customers is that we are more committed than ever to providing the best possible retail experience; from customer service to quality product offerings and more. We’re taking ‘Ace helpful’ to a new level.”

Oakley Ace Hardware has been serving the community since 2007 and is located at 3100 Main Street in Oakley. The store is open 7-7 Mondays-Saturdays, 9-6 Sundays, and recently added online ordering, in-store pickup, curbside delivery, and store delivery via [acehardware.com](http://acehardware.com). For more information, visit [oakleyace.com](http://oakleyace.com) or their Facebook page.

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