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**STANDARD 5&10 ACHIEVES HIGHEST LEVEL OF RECOGNITION FROM  
ACE HARDWARE CORPORATION FOR EXEMPLARY PERFORMANCE**

*Neighborhood store recognized as a top performing retail location*

**San Francisco, CA, January 26, 2022** – Ace Hardware Corporation is pleased to announce that Standard 5&10 Ace 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 Standard 5&10 Ace is one of only a few hundred Ace retailers to achieve this elite Pinnacle status. To achieve Pinnacle Performance Retailing, the team at Standard 5&10 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.

“We were grateful to celebrate our 82<sup>nd</sup> year in business in 2021,” shared owner Jeff Leopold, “and were especially grateful for our team who persevered as an Essential Business throughout the past two years.”

Partner Troy Welch added “The Pinnacle award is a confirmation to our customers and team members that Standard 5&10 Ace’s team is truly achieving our mission statement of ‘the most helpful hardware stores in the community.’”

Jeff’s wife Michelle, CMO & the Mom in the Mom & Pop store, joined in, adding “that’s why we continue to use the hash tag #MoreThanAHardwareStore on Social Media – especially because, at the 5&10, customers continue to exclaim ‘This store has everything’! Our Variety Store is celebrating 83 years old this year, but we’ve “only” been an Ace Store for a little over 40 years,” she joked.

“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 Standard 5&10 Ace and its associates for their outstanding achievements, and proud to say they are a part of the Ace family.”

“Our team at Standard 5&10 Ace is incredibly pleased to have earned the status as a Pinnacle Performance Retailing store again,” shared Vanessa Briceno, Store Manager at the beloved Laurel Village Variety Store. “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.”

Standard 5&10 Ace has been operating in San Francisco since 1939 and is located at 3545 California Street in the Laurel Village Shopping Center. The store is open 8-7 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 [standard5n10.com](http://standard5n10.com) or their Facebook page.

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