



Elliott's Hardware Growing in North Texas

September 10th, 2014

Dallas, TX – Central Network Retail Group, LLC (“CNRG”) and Elliott's Hardware are pleased to announce that construction has begun on a new store in northeast Dallas at 9540 Casa Linda Plaza, near the corner of Garland Rd. and Buckner Blvd. The 14,500 square foot store will feature a broad assortment of hardware, lawn and garden, grilling and outdoor living, paint, electrical, plumbing, and home organization products. It will also feature Hardware Plus, Elliott's decorative plumbing and door hardware showroom.

“We are thrilled about growing the Elliott's Hardware brand,” said Andrea Spencer, brand manager and granddaughter of founder Jerre B. Elliott. “It's a trek from east Dallas to any of our current stores. With the new location, we'll be far more convenient to the communities surrounding White Rock Lake.”

Elliott's Hardware and Casa Linda Plaza have each played prominent roles in the history of Dallas retailing since the mid-1940's. “Partnering with Casa Linda Plaza was an easy decision,” said Spencer. “The center's long history and recent revitalization made it an attractive location for us. Our product offerings will fit well with the needs of local residents.” In fact, one of Casa Linda Plaza's original tenants was a hardware store.

“Carrying on the Elliott's tradition of service to our customers and community is what drives us,” said Spencer. “Mr. Elliott embodied this ethic, and it's what sets us apart.” Elliott's Hardware is known for its friendly, knowledgeable salespeople and for its selection of hard-to-find items. The store is expected to open before the end of the year.

Boyden Moore, president of CNRG, added, “We are proud of the team growing our business in the Dallas/Fort Worth area. We view this store as an important first step for expanding the well-known Elliott's brand to new customers in the Metroplex. CNRG has been looking for opportunities to extend its reach in the market since we acquired Elliott's in 2012 and we will continue doing so in the future.”

About Elliott's Hardware and CNRG

Founded in 1947, Elliott's Hardware currently operates three stores in Dallas, Plano and Mesquite, TX. In 2012, Elliott's joined CNRG, a multi-brand, multi-format operating company with 46 home center and hardware stores in Mississippi, Louisiana, Alabama, Tennessee, Texas, Oregon, Washington, North Carolina, and Georgia.

More information on Elliott's Hardware can be found at www.elliottshardware.com.

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