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FOR IMMEDIATE RELEASE

**HD SUPPLY LAUNCHES EXCLUSIVE PROPRIETARY BRANDS,
SEASONS™ and BRIGADE™**

– Leading wholesale distributor expands product selection with high-quality brands –

ATLANTA, Ga. – April 17, 2008 – HD Supply, a wholesale distributor focusing solely on serving the supply needs of professional customers in the infrastructure & energy, maintenance, repair & improvement and specialty construction markets, today announced the launch of its two new proprietary brands, Seasons and Brigade. The Seasons brand will be carried on products such as kitchen and bath fixtures and ceiling fans, ultimately used by consumers, while Brigade will be carried on heavy duty products, such as tools and hardware, ultimately used by professional contractors and trades people on the job.

“As a large, market-leading company, we are constantly looking for ways to create value for our professional customers,” said Arleen Quiñones, HD Supply VP of Marketing and Communications. “Through the Seasons and Brigade brands, we are able to offer our customers additional product options with the same level of quality, reliability and performance they are accustomed to receiving.”

Seasons branded products are positioned in the “better” quality tier; products with elevated features and functionality in the “best” quality tier carry the Seasons Gold brand. Brigade is used with better quality professional-grade products, and Brigade 5-Star is reserved for best quality products. Currently, Seasons and Brigade branded products are primarily being sold through HD Supply’s Facilities Maintenance, Plumbing and White Cap businesses.

“The launch of these new proprietary brands is a cornerstone to HD Supply’s long-term growth and value creation story and clearly differentiates us in the marketplace,” continued Quiñones. “We provide added value to our customers by filling a product assortment gap and expanding product selection.”

To ensure the integrity of proprietary branded products, HD Supply has implemented rigorous screening processes to ensure both the supplier and product meet specific requirements. Independent third-party audits of suppliers are conducted to confirm business practices are socially and environmentally responsible, and that production capacity, process capabilities and quality assurance systems dependably deliver a consistent product. Thorough product testing, conducted by expert third parties, assesses safety, performance and adherence to exact specifications. HD Supply also carries extensive liability and warranty coverage on all its proprietary branded products.

“We take quality extremely seriously,” said Quiñones. “We want to instill the utmost confidence in our customers that they are receiving top-performing, reliable products that HD Supply stands firmly behind.”

About HD Supply

HD Supply (www.hdsupply.com) is a leading wholesale distribution company, providing a broad range of products and services to professional customers in the infrastructure & energy, maintenance, repair & improvement and specialty construction markets. With a diverse portfolio of market-leading businesses, HD Supply is one of the largest diversified wholesale distributors in North America, with approximately 1,000 locations.