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FOR IMMEDIATE RELEASE

IAN HELLER JOINS HD SUPPLY WHITE CAP

Bringing 26 years of industry experience and marketing expertise to the organization.

COSTA MESA, CALIF. - June 7, 2010 - HD Supply White Cap today announced that industry veteran Ian Heller has joined the company as vice president, marketing and merchandising.

“We are excited to have Ian join our team as we continue to attract and invest in industry leading talent,” said John Stegeman, executive president, HD Supply. “He brings 26 years of industry experience and marketing expertise from leading companies that will help us drive an enhanced customer experience and accelerate performance across the entire HD Supply White Cap organization.”

In this role, Heller is responsible for building and implementing marketing and merchandising strategies that drive profitability and enhanced customer and supplier relationships. He will focus on product merchandising including HD Supply White Cap proprietary brands, pricing management, e-commerce and national and government sales. Heller will be a key member of the HD Supply White Cap senior leadership team and will report to Stegeman.

Heller has held executive-level marketing positions at Corporate Express, Newark Electronics, GE Capital Rail and W.W. Grainger. During his 15 years at Grainger, he reinvented its branch go-to-market strategy, successfully overhauled the catalog management system, implemented national and regional marketing campaigns, built display merchandising for branches and established metrics to drive profitable results. As a thought-leader in the industry, Heller has also been a contributing writer for *Modern Distribution Management* magazine.

Heller holds a M.B.A. from The Kellogg School, Northwestern University and a bachelor’s degree from Roosevelt University.

About HD Supply White Cap

HD Supply White Cap is the nation’s leading distributor of specialty hardware, tools and materials for large and medium-sized contractors. The company’s extensive inventory, combined with will call, site delivery and direct ship options, enables it to deliver the products customers need when and where they need them.

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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 900 locations.

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