



News Release

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THRESHOLD FUNDING GOAL MET FOR HOT TUB INDUSTRY GROWTH INITIATIVE

Orlando, FL (November 28, 2007) — Twenty-nine leading hot tub manufacturers and suppliers have collectively pledged over \$400,000 to support the start-up activities of the **Hot Tub Industry Growth Initiative**. As determined in a session of the **Hot Tub Council (HTC)** of the **Association of Pool & Spa Professionals (APSP)** in San Diego this past September, this was the minimum funding level required to allow billing to commence while continuing to sign-up supporters to achieve the \$600,000 goal.

“We’re thrilled to announce that our threshold towards the program’s startup phase has been met and I’m confident we’ll reach our goal of \$600,000,” said Steve Gorlin, outgoing chairman of the Association of Pool and Spa Professional’s Hot Tub Council. “This shows that the leaders in our industry are committed and willing to do what it takes to grow the hot tub category.”

The impetus for this strategic promotional effort is that, at a time when other backyard categories are growing, hot tub sales are not as strong as the marketplace opportunity suggests they could be. The campaign aims to develop the consumer hot tub purchase and ownership experience in order to increase sales of hot tubs, related products and services.

The money raised will be used to fund quantitative and qualitative market research, education for dealers, service technicians and other industry professionals, as

well as a public relations and advertising campaign to increase category visibility with consumers.

Another industry-wide meeting will occur during the APSP Board of Directors meeting in Alexandria, VA in March 2008. During this meeting, the Strategic Planning Committee of the initiative will report on the results of the startup activities and designate when the full campaign will be officially launched.

For more information, or to volunteer to serve on a task force, feel free to contact Lauren Stack of APSP at lstack@apsp.org.

About APSP

The Association of Pool & Spa Professionals (APSP) is the world's largest international trade association representing the swimming pool, spa and hot tub industry with a mission to enhance the business success of members. APSP member companies include manufacturers, distributors, manufacturers' agents, designers, builders, installers, retailers, and service professionals. APSP members adhere to a code of business ethics and share a commitment to public health and safety in the use of pools, spas and hot tubs. For more information visit www.APSP.org.

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