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## Cal Spas Celebrates 30<sup>th</sup> Anniversary 2009 Marks Milestone for California-Based Global Brand

Pomona, Calif., January 8, 2009— Cal Spas announced today that it has launched a yearlong celebration to mark its 30th anniversary. The first to embrace the concept of total Home Resort living, Cal Spas products have been turning ordinary backyards into paradise retreats for more than a quarter century. As part of the celebration, a 30<sup>th</sup> anniversary logo will appear on all marketing, advertising and public relations activity and serve as a focal point of the company's upcoming tradeshow exhibits. Cal Spas will also unveil several new innovations this year, including a new line of hot tubs that will be launched in January.

### The Cal Spas Story

The Cal Spas story began thirty years ago at a crowded county fair. The year was 1978 and California Acrylic Industries was a Pomona, California based pool builder in need of a way to exhibit a large variety of pool designs in a small space. To solve this dilemma, the company created small scale versions of its formed acrylic pools and put them on display for customers. The miniature pools sparked interest and the company began to receive special requests for acrylic hot tubs. A year later, with the company's hot tub business growing, California Acrylic Industries took a leap of faith. The company stopped building pools to focus full-time on the hot tub business—and Cal Spas was born.



Cal Spas began with a small selection of hot tubs with a limited few colors and styles. Gradually, the brand grew in popularity and within a few short years, Cal Spas began nationwide distribution. The company quickly outgrew its 10,000 square foot manufacturing facility and moved the company headquarters to its current 40-acre location in Pomona, California.

In 1995, after 16 years in the spa business, the company embraced a new direction and established its mission to grow Cal Spas into a global leader in luxurious outdoor living products. In 1997, the company launched the tagline "Changing The Way You Feel" to reflect its mission to serve dealers and customers with a full collection of Home Resort products. Shortly thereafter, Cal Spas began a gradual rollout of gazebos, barbecue islands, fireplaces, firepits and saunas.

Today, the celebrated hot tub maker is world renowned as the #1 Global Manufacturer of Home Resort Products. Cal Spas produces premium collections of lifestyle products from its headquarters in Pomona, California and distributes worldwide through a network of specialty dealers. The Cal Spas brand family of products includes Cal Spas hot tubs and swim spas, Cal Designs gazebos, Cal Heat indoor and outdoor saunas and Cal Flame high-end outdoor grills and hardware, barbecue islands, outdoor fireplaces and firepits.

From its humble beginnings selling swimming pools to its future in the homes of families as the only complete outdoor outfitter, Cal Spas remains committed to its enduring vision to make every home Cal Spas Home Resort—a place to enjoy, a place to connect with family and friends, a personal oasis that is open 24 hours a day 7 days a week. Learn about Cal Spas Home Resort living today and find the dealer near you online at [www.calspas.com](http://www.calspas.com).

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