



THE #1 GLOBAL MANUFACTURER OF HOME RESORT PRODUCTS

**MEDIA CONTACT:**

Courtney Salas, Public Relations Manager  
[csalas@calspas.com](mailto:csalas@calspas.com) or (909) 623-8781

**FOR IMMEDIATE RELEASE**

## **Cal Flame to Unveil New Products at HPBExpo**

*Leading barbecue manufacturer to launch cutting-edge products at upcoming tradeshow*

**Los Angeles, CA—(February 22, 2010)** Cal Spas, the world leader in stylish, Home Resort products is pleased to announce the launch of its new, feature-rich Cal Flame products at the upcoming HPBExpo in Salt Lake City, Utah.

“We want to keep the momentum going following our highly-successful WIN NOW Expo,” said Casey Loyd, President of Cal Spas. “We are extremely excited to launch our new revolutionary Cal Flame products and feel dealers at the Expo will be absolutely blown away by our innovative technologies and designs.”

The new Cal Flame products to be unveiled at the HPBExpo include a sophisticated indoor and outdoor firepit and advanced eco-friendly barbecue product. The extended Cal Flame line will exceed the expectations of its dealer network by offering groundbreaking products at every price point. The launch of the new Cal Flame products has been perfectly timed for the start of a successful 2011 selling season.

The upcoming HPBExpo will take place on March 3-5 at the Salt Palace Convention Center in Salt Lake City, Utah. The Expo is open to members of the hearth, patio and barbecues industry, suppliers, and media.

### **ABOUT CAL SPAS**

Cal Spas® was founded in 1979 as a provider of luxury hot tubs. Today, the celebrated hot tub

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*Cal Spas Cal Flame Cal Designs Cal Heat Cal Patio*



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giant is world renowned as the #1 Global Manufacturer of Home Resort Products™. The company produces premium collections of lifestyle products from its headquarters in Pomona, Calif. 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, outdoor kitchen islands, outdoor fireplaces and firepits. Learn about Home Resort Living and find the dealer near you online at [www.calspas.com](http://www.calspas.com).

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*Cal Spas* *Cal Flame* *Cal Designs* *Cal Heat* *Cal Patio*