



THE #1 GLOBAL MANUFACTURER OF HOME RESORT PRODUCTS

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FOR IMMEDIATE RELEASE

Cal Spas Unveils 2011 Home Resort Collection at Expo
Hot tub giant launches highly-anticipated product line at WIN NOW Expo

Los Angeles, CA—(January 24, 2011) Cal Spas, the world leader in stylish, Home Resort products is pleased to announce the launch of its 2011 Home Resort Collection at the WIN NOW Expo.

“We hosted our own Expo in order to thoroughly educate our US and International dealer network on our new innovative product line and illustrate why we are the number one global leader in Home Resort products,” said Casey Loyd, President of Cal Spas. “We showed our dealers firsthand how they can grow their business and increase sales in 2011 with the widest range of Home Resort products in the industry.”



During this exciting two-and-a-half day Expo, Cal Spas unveiled a new cutting-edge Home Resort product line, offered at all price points in every product category. Guests attended education seminars throughout the Expo on the new, updated product line. Additional classes were held to review and train on new company procedures, designed with the help of dealer advisors, to make Cal Spas easier-than-ever to do business with. Dealers also had the rare opportunity of touring Cal Spas’ one-million square foot manufacturing plant.



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“We coordinated a factory tour simply to give our dealers firsthand insight on how Cal Spas is structured and how devoted we are to manufacturing the finest Home Resort products in the industry,” said Loyd. “The tour educated the Cal Spas network on every step of our manufacturing process and gave everyone an idea of what happens when their order triggers our Team into action – a Team that routinely achieves a five day factory turnaround, the best in the industry.”

Highlights from the WIN NOW Expo include the launch of Cal Spas’ nine new hot tub molds and exclusive Stainless Steel Candy Cane™ Jets with the exciting new patented LED Hi-Light™ ‘on-off’ Jet Lighting – an exclusive Cal Spas feature and industry first! Cal Flame, the leading BBQ and fireplace brand, also introduced a new “Knock Down” BBQ Island Series and Top Gun™ 5 Burner Convection Grill with an innovative new light feature on each stainless steel knob and glass window on the hood – a Cal Flame exclusive!



Guests who attended the 2011 WIN NOW Expo not only viewed the exciting, new Home Resort product line, but also enjoyed non-stop entertainment throughout the Expo, including a Hollywood-themed evening and Journey tribute band. Three special awards – 2010 Rookie of the Year, 2010 Customer Service, and Highest Gross Sales in 2010 – were also handed out during the closing ceremony to three valued dealers.



“We wanted to show our appreciation to our network by presenting special awards to three hardworking dealers,” said Loyd. “To further show our appreciation for our unsurpassed dealer network and jump start a robust selling season in 2011, we unveiled an exciting 2012 dealer incentive trip to Rio de Janeiro, Brazil at the close of the Expo.”

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The 2011 WIN NOW Expo took place on January 11-13 at the Pacific Palms Resort in Industry, California and was perfectly timed for the start of a new selling season. The Expo was open to all members of the Home Resort industry, including current and prospective dealers, suppliers and media.

ABOUT CAL SPAS

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

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