

FOR IMMEDIATE RELEASE

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## LMS, Inc. and POOLCORP® Announce Strategic Distribution Arrangement of Coleman Spas Hot Tubs

The #1 Global Manufacturer of Home Resort Products and The Largest Wholesale Distributor of Swimming Pool and Related Backyard Products Splash Into Spring with an Exciting Venture to Expand Dealer Distribution and Reach New Customers

Pomona, Calif., March 18, 2010—LMS, Inc., the exclusive maker of Coleman Spas and the largest manufacturer of luxury home resort products, and Pool Corporation (POOLCORP), the largest wholesale distributor of swimming pool and related leisure products, have finalized a strategic distribution arrangement of Coleman Spas Hot Tubs.



Under the agreement, POOLCORP subsidiaries SCP® Distributors LLC and Superior® Pool Products LLC are now wholesale distributors of Coleman Spas Hot Tubs to specialty pool and spa dealers. SCP Distributors and Superior Pool Products currently distribute a wide variety of pool products to a network of 70,000 wholesale customers throughout North America and Europe, which includes both pool and spa dealers.

“Our distribution arrangement is a win-win for the industry,” said Casey Loyd, LMS President. “This arrangement gives specialty spa dealers across the country access to the trusted and internationally recognized Coleman brand—known for its innovation in smart outdoor living products, with an all new, top-of-the-line collection of quality, stylish and affordable hot tubs.”

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The Coleman Company is an international leader in the innovation and marketing of life outdoors and has built the Coleman name on being the brand of choice for all outdoor living essentials. A sampling of the company's products include: its legendary lanterns and stoves, as well as coolers, tents, and sleeping bags.

It is in this same rich 100-year-old tradition of bringing the best products to life for the enjoyment of the outdoors that drives the innovation of the new Coleman Spas Hot Tubs collection. The newly designed Coleman Spas stay true to the brand's integrity and associated carefree outdoor lifestyle and include seven new models with cutting-edge fresh features such as unique pillow and electronic designs. Consumers will also be pleased with the organic curves, patented designs and modern enhancement features exclusive to this special line of Coleman Spas. A variety of models are available to fit any home environment, including 8-foot and 7-foot spas in bench and lounge configurations plus a selection of specialty spas.

According to Donna Williams, Senior Director of Product Management for POOLCORP, "The innovative designs, variety of features and state-of-the-art engineering give us great confidence in bringing the Coleman Spas collection to our dealer network. Coleman Spas will be a tremendous addition to the line up of products that we currently offer."

Coleman Spas are manufactured in the USA in Pomona, Calif. at LMS' state-of-the-art 1 million square foot headquarters. Coleman Spas are produced to order and shipped within a record-breaking five days of order confirmation—the fastest manufacturing turnaround time in the industry. According to LMS President, Casey Loyd, this exceptional manufacturing to shipment lifecycle is driven by the company's goal to ensure that customers are able to experience the soothing comfort and pleasure of their new spas without delay. "You can literally order your spa today and enjoy it with family and friends for the next weekend get together," said Loyd.

LMS, Inc. and POOLCORP will co-host a special First-Look Open House on Tuesday, April 20<sup>th</sup> for interested dealers to preview the all-new Coleman Spa Hot Tubs collection. This exclusive preview gives dealers an opportunity to experience and learn first-hand the unique features and selling points of this exciting collection.

### **Details for the Coleman Spa Hot Tubs Open House Event:**

**Who:** *By Invitation Only*

**Where:** LMS, Inc. Headquarters, 1462 E. Ninth Street, Pomona, CA 91766

**When:** April 20<sup>th</sup> from 10 am to 3 pm

**For more information and to register online go to:** [www.colemanspas.com/openhouse](http://www.colemanspas.com/openhouse)

**Deadline to register is April 9, 2010**

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ABOUT LMS, INC.

LMS, Inc., is the corporate parent of Cal Spas®, OC Hottubs®, Cal Flame®, Cal Heat®, Cal Designs®, Cal Patio® and Coleman Spas®. LMS started nearly 30 years ago as a material handling and manufacturing component supplier. In 1995, LMS purchased Cal Spas with a greater vision of creating a family of outdoor products that would transform any backyard or garden into a destination for relaxation, enjoyment and entertainment. The resulting brands, collectively known as the Cal Spas brand family, have earned worldwide recognition and have transformed LMS into the #1 Global Manufacturer of Home Resort Products. LMS is a privately held company with holdings in real estate, intellectual property, manufacturing and aviation.

ABOUT POOLCORP

POOLCORP is the largest wholesale distributor of swimming pool and related backyard products. Currently, POOLCORP operates over 280 sales centers in North America and Europe, through which it distributes more than 100,000 national brand and private label products to roughly 70,000 wholesale customers. For more information about POOLCORP, please visit [www.poolcorp.com](http://www.poolcorp.com).

ABOUT COLEMAN

As an international leader in the innovation and marketing of outdoor products, The Coleman Company Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under its Coleman® and Exponent® brands. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns®, Sevylor®, Sospenders®, Hodgman®, Mad Dog Gear®, Nevin® and Helium® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at [www.coleman.com](http://www.coleman.com).

Note: This news release may include "forward-looking" statements that involve risk and uncertainties. The forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially due to a variety of factors, including the sensitivity of the swimming pool supply business to weather conditions and other risks detailed in POOLCORP's 2008 Form 10-K filed with the Securities and Exchange Commission.

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