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FOR IMMEDIATE RELEASE

LMS, Inc.—the No. 1 Global Manufacturer of Home Resort Products—Appoints Tom Faludy to Chairman of the Board

Los Angeles, CA—(August 16, 2010) LMS, Inc., the corporate parent of Cal Spas, OC Hot Tubs, Cal Flame, Cal Heat, Cal Designs and Cal Patio, is pleased to announce the appointment of board member Tom Faludy to Chairman of the Board.



“Tom brings exceptional leadership and senior management experience to LMS, Inc.,” said Casey Loyd, President of LMS, Inc. “He recently completed a highly successful 30-year career with The Scott Fetzer Company, which is a subsidiary of Berkshire Hathaway, where he rose from the ranks as head of sales and marketing for a division, to its President with subsequent promotions to the corporate office. He was responsible for overseeing as many as ten companies and was ultimately promoted to Executive Vice President of the corporation, with additional responsibilities for Mergers & Acquisitions.”

Faludy has extensive experience with LMS, Inc., having served on its Board of Directors for the past 14 years. In addition to his experience with LMS, Inc., Faludy has received numerous honors from The Scott Fetzer Company for growth in revenues and earnings. Faludy has also been awarded several patents for his product innovations and has received the industry’s highest recognition while President of Carefree of Colorado, a leading manufacturer and supplier of electro-mechanical products in the RV & Marine industries.

“It’s truly gratifying to take on a bigger role within a business I love and have helped nurture over the past 14 years,” said Faludy. “LMS, Inc. has a passionate owner, exciting products, world-

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class manufacturing campus, committed team, renowned and respected brands, plus powerful marketing channels anchored by our LMS, Inc. specialty dealer network. What an awesome mix of success factors; I'm thrilled to be a part of it all!"

Beyond his position as the Executive Committee of the Recreation Vehicle Industry Association (RVIA) Board of Directors, Faludy was Founder and Chairman of the GO RVing Coalition. This highly-successful coalition pooled resources from all industry sectors to fund a massive market expansion program through a highly-acclaimed national advertising campaign, promoting the benefits of RVing. Faludy was inducted into the RV Hall of Fame in 2006 and was named as one of the 100 Most Influential Executives in the 100 Year History of the RV Industry by RV Business, a trade publication.

"Tom's previous position as Senior Vice President of Camping World, which is the nation's largest retailer and installer of RV accessories, really cements the dealer's perspective into our business," said Loyd. "His broad background over the past seven years, managing companies ranging in products from air compressors to welding equipment in diverse markets, will bring LMS, Inc. a host of ideal practices that will help us become an ever more valuable partner to our dealers."

Beyond guiding the strategic direction of LMS, Inc., Faludy will focus on initiatives on the drivers and values that have been the essence of his business success: growth through product innovation and new product categories; strong customer and supplier relationships; fair, responsible and responsive policies; exceptional service; and development.

ABOUT LMS, INC.

LMS, Inc. is the corporate parent of Cal Spas®, OC Hottubs®, Cal Flame®, Cal Heat®, Cal Designs®, Cal Patio® and now 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.

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