

FOR IMMEDIATE RELEASE

## Coleman Spas to be Manufactured by LMS, Inc., Corporate Parent of Cal Spas

Pomona, Calif., October 12, 2009—LMS, Inc., the corporation that manages Cal Spas, OC Hot Tubs, Cal Flame, Cal Heat, Cal Designs and Cal Patio, announced today that it will begin manufacturing and distributing spas under the Coleman Spas brand, marking the beginning of a new chapter in Coleman history. Plans are already underway to launch an all new 2010 lineup and an interactive website for Coleman Spas. The addition of the Coleman Spa line to LMS' already strong collection of home resort product brands secures LMS' position as the manufacturing leader in spas and hot tubs.

"Coleman is the number one brand in outdoor recreation with more than an 85 percent brand awareness among all consumers," said Casey Loyd, LMS President. "Coleman is a brand that consumers know and trust. We are proud to carry on that legacy with an all new Coleman Spas lineup that is quality built and backed by our national service network."

"Coleman and LMS are a natural fit," said Sam A. Solomon, Coleman President and CEO. "We each make it easy and fun for people to enjoy each other in the great outdoors. LMS is a natural choice for Coleman Spas. They are the number one brand in home resort products and our preferred partner."

The new Coleman Spa line will be manufactured in Pomona, Calif. at LMS' state-of-the-art 1 million square foot manufacturing headquarters. Coleman hot tubs will be produced to order and will ship within 5 days of order receipt—the fastest manufacturing turnaround in the industry. Coleman Spas will be backed by a national service network and the new lineup will feature a variety of models to fit any home, including 8' and 7' spas in bench and lounge configurations plus specialty spas. The 2010 line of Coleman Spas will officially become available this November.



Jason McClintock, Sr. Director of Product Management of Coleman and Casey Loyd, LMS President shake hands.

**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.

**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®, Suspenders®, 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.

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