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FOR IMMEDIATE RELEASE



COLEMAN SPAS, by LMS, Inc., Debuts at POOLCORP's® National Sales Conference

Los Angeles, CA—(October 12, 2010) LMS, Inc., the exclusive maker of Coleman Spas and the largest manufacturer of luxury home resort products, is pleased to announce its debut at the Pool Corporation's (POOLCORP) 3rd Annual National Sales Conference, in Dallas, TX.

The 3-day event, which took place on October 5th – 7th, hosted over 1,000 SCP, Superior, NPT and Horizon Business Development Representatives, Sales Center Managers, Regional Managers, Zone Managers and many more from the United States, Canada and Europe. The Coleman Spas line was featured in an exciting trade show format that enabled all POOLCORP sales professionals to become thoroughly familiarized with the cutting-edge, seven-mold Coleman Spas line. This launch marked POOLCORP's official national introduction of the Coleman Spas line to its network.

"This launch will have a significant impact on the distribution of Coleman Spas and will provide a solid foundation for sales growth," said Casey Loyd, President of LMS, Inc. "Coleman Spas has already received a huge response following this event and we are anticipating even greater results in the months to come. We are honored to have had the opportunity to be a part of this amazing event and are looking forward to an ever growing relationship with the largest and most reputable pool and spa distributor in the world."

ABOUT LMS, INC.

LMS, Inc. is the corporate parent of Cal Spas® , OC Hot Tubs® , 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

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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.

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 and can be found online at www.coleman.com.

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