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Cal Spas® Welcomes New UK Distributor and Announces Partnership with British Olympian, Louis Smith
Peterborough-based Posh Spas Leisure Appointed as New Cal Spas® Distributor for the UK and Northern Ireland

Pomona, CA — (February 5, 2015) Cal Spas®, the world leader in innovative Home Resort products, is proud to introduce Peterborough-based *Posh Spas Leisure* as the new distributor for the UK and Northern Ireland backed by an endorsement deal with British gymnast and star of *Strictly Come Dancing*, Louis Smith MBE.

Cal Spas® Announces New UK Dealer and Partnership with Olympic gymnast and star of Stricly Come Dancing, Louis Smith MBE.

“We have been in the hot tub industry for a decade and understand the UK marketplace,” says Andy Hutchinson, owner of *Posh Spas Leisure*. “With a background in distribution and logistics, we feel we are very qualified to represent Cal Spas in the UK.”

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To help promote their new role in the UK, *Posh Spas Leisure* has composed a partnership with Olympic gymnast, Louis Smith. *Posh Spas Leisure*, Louis Smith and the Cal Spas® team will be working together to compose a special signature series of hot tubs that reflect Smith’s character with an emphasis on wellness and a healthy lifestyle. Hutchinson and Smith both visited the Cal Spas® corporate headquarters in Pomona, California to view the 2015 product line to compose the signature series reflecting Smith’s active lifestyle.

Louis Smith has competed in artistic gymnastics since 2008 in a long roster including the Olympics, World Championships, and the Commonwealth Games. Smith is also the winner of the tenth series of British television show, *Strictly Come Dancing*. “The signature series will be a fantastic marketing tool to help drive the all important foot-fall to dealer showrooms,” said Hutchinson. “Louis is an inspirational character who I see as a credible ambassador for the benefits of hot tub ownership.”

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Hutchinson and the *Posh* team are working with Cal Spas® to appoint proactive dealers in territories throughout the United Kingdom and Northern Ireland. “I am proud that *Posh* is a family business and I want to welcome committed professional people to the *Posh Spas* family,” said Hutchinson. “We certainly aren’t chasing the idea of signing up countless outlets. Our concept is very much about having a small number of truly passionate people in key areas and giving each a very credible territory to work with.”

Posh Spas Leisure is inviting retail professionals, with an interest in representing the Cal Spas® brand and Louis Smith’s signature series, to contact them via email at info@calspas.co.uk.

ABOUT CAL SPAS®

Cal Spas® was founded in 1979 as a provider of luxury hot tubs. Today, the celebrated hot tub giant 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, California 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 barbecue grills, outdoor barbecue islands, outdoor fireplaces and firepits. Learn about Home Resort Living and find a local authorized dealer at www.calspas.com.

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