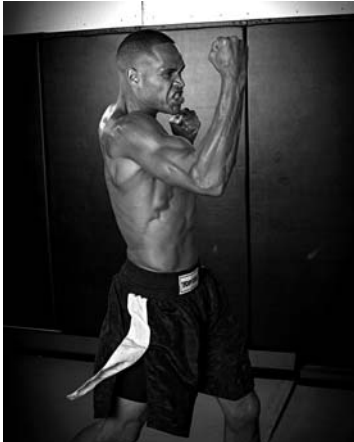


**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

MEDIA CONTACT:  
Angel Beltran, Public Relations  
[press@calspas.com](mailto:press@calspas.com) or 1-800-CAL-SPAS



*Cal Spas® proudly announces partnership with martial artist and kickboxing superstar, Raymond “The Real Deal” Daniels.*

**Cal Spas® Will Fight Their Way to the Top with Professional Kickboxer, Raymond “The Real Deal” Daniels**

*Cal Spas® Announces Partnership with Kickboxing Superstar*

**Pomona, CA — (February 2, 2015)** Cal Spas®, the world leader in innovative Home Resort products, is excited to announce a sponsorship with top-ranked Glory World Series kickboxer, Raymond “The Real Deal” Daniels.

As part of a new marketing campaign, Daniels will host a series of training videos while utilizing a Cal Spas® Ultimate Fitness Series F-1640 Swim Spa in order to attract a different type of consumer to the Cal Spas® brand. The training videos will be made available to the public and will emphasize wellness and a healthy lifestyle.

“We are looking to market to the ‘MTV Generation,’ those who are internet savvy, stylish and committed to health and wellness,” says Joseph Renteria, Cal Spas® Marketing Manager. “In order to catch more fish, you must cast a bigger net. Raymond Daniel’s audience and fan base are exactly those who would benefit from owning a swim spa.”

Often referred to as “the Michael Jordan of Karate,” Raymond “The Real Deal” Daniels began competing in karate tournaments at an early age. At the age of 19, he became a top rated karate fighter for both the National Black Belt League and the North American Sport Karate Association. In 2006, Daniels began kickboxing with Chuck Norris’ World Combat League where he compiled an impressive 17-0-0 fight record with nine knockouts. Daniels made his Mixed Martial Arts debut in 2008.

“Partnering with Cal Spas® gives me the ability to show hot tub users how to best utilize fitness equipment and hydrotherapy features that only a Cal Spas® Swim Spa can provide,” says Raymond Daniels. “I will be promoting the Cal Spas® brand during Glory 19 on Feb. 6<sup>th</sup>, make sure to tune in and watch!”

**Related Links**

[Cal Spas Website](#)

**CAL SPAS SOCIAL MEDIA**



[more]

Daniels signed with Glory World Series in 2013 where he would become a top-rated kickboxer, most notably recognized for his spectacular jumping spinning kick knockout during Glory 16 in 2014, dubbed as *Knockout of the Year*. Daniels will be representing Cal Spas® during his upcoming fight in Glory 19 which will be broadcast on Friday, February 6 at 9/8c on Spike TV!

For more information about Cal Spas® Swim Spas and other products, please visit [www.CalSpas.com](http://www.CalSpas.com).

### **ABOUT GLORY WORLD SERIES**

---

The world's premier kickboxing league, GLORY World Series maintains six different weight classes and utilizes a year-long tournament format series, comprised of both 8-man 'Slam' and 16-man 'Grand Slam,' one-night, single-elimination tournaments that test the physical and mental fortitude of their competitors. GLORY World Series rules permit the use of punches, kicks and knee strikes. Fighters are ranked according to a thorough point-system maintained by the GLORY World Federation that awards points to fighters based on their performances in tournaments and in single bouts. With live events throughout Europe as well as in the U.S. and Asia; television deals spanning every continent; online live video streaming of all shows; and the world's largest online martial arts library, GLORY World Series is one of the world's most widely distributed sporting organizations.

### **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](http://www.calspas.com).

###

