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

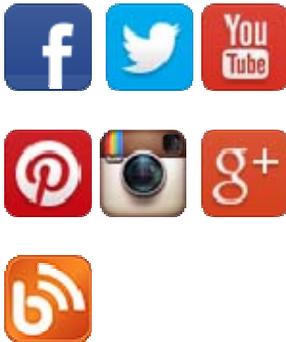


*Daron Kachatourian joins Cal Spas® as Vice President of Sales*

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**Cal Spas Announces New VP of Global Sales**

*Daron Kachatourian to lead global sales at leading spa manufacturer*

**Pomona, CA — (September 16, 2014)** Cal Spas®, global leader in luxury home resort products, today announced it has hired Daron Kachatourian as the company’s Vice President of Sales. Kachatourian will assume responsibility for Cal Spas national and international sales teams and will be tasked with ensuring the organization’s continued growth and success.

“Daron Kachatourian has proven results and is best known for his ability to transform organizations through strategic planning and execution,” said Casey Loyd, President of Cal Spas. “We feel fortunate to have Daron join our team and we are confident he will bring new light to our global brand through his leadership and operational skills.”

Daron Kachatourian brings more than 20 years experience in sales and marketing with consumer packaged goods.

Prior to joining Cal Spas, Kachatourian was Vice President of International Business Development, Sales & Marketing, at Avery Dennison, a fortune 500 company operating in over 50 countries. His experience is enhanced by his Bachelor of Engineering degree in Mechanical Engineering from American University of Beirut and MBA from Anderson School of Management, UCLA.

Recognized for his leadership skills and for delivering impactful and sustainable solutions, Kachatourian sees tremendous potential with Cal Spas.

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“Cal Spas is clearly a leader in the hot tub manufacturing business and takes extreme pride in its rich heritage of a 36 year old brand which embraces the label *Made in the USA* by continuing to have its products produced at its factory in Pomona, CA,” Kachatourian said. “I’m excited to lead the sales growth and business development efforts worldwide, while adding value to the distribution and specialty dealer network. I believe Cal Spas’ impressive array of product offerings addresses the multiple unmet needs in the marketplace.”

### **ABOUT CAL SPAS®**

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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 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).

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