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MEDIA CONTACT:

The Lavidge Company

480.998.2600

Ashley Engler ext. 597

aengler@lavidge.com

Jennifer Frederick ext. 552

jfrederick@lavidge.com

PADDOCK POOLS MARKS 50 YEARS WITH CONTINUED GROWTH

Scottsdale, AZ (March 12, 2008) – Paddock Pools, Patios and Spas, the Southwest's largest retailer of swimming pools, patio furniture, pool supplies and spas, is commemorating their 50th Anniversary in 2008. As part of the celebration of this great event, Paddock continues to grow its presence in the marketplace by opening new stores, introducing new retail formats, and adding to its management team.

"The southwest is a tremendously competitive market for pool and pool supply companies," says Paddock's President and CEO, Jim Cich. "We have been able to remain in business for the past 50 years by adapting to the needs of our customers, growing steadily, and recruiting industry experts. We are continuing that trend in 2008 by growing our product line, adding new locations and hiring exceptionally talented employees."

Those new employees include **Jeff Lichtenwalter** as Vice President of Operations. Lichtenwalter will oversee the New Pool, Remodel, Warranty, and PermaDeck divisions. Lichtenwalter has nearly 30 years experience in the pool industry, including several years with both Shasta Pools and Paddock, as well as owning and operating his own pool construction company. Lichtenwalter has conducted national training programs on interior finish and deck materials throughout the US and Canada.

Gloria McKee, PHR is Paddock's new Vice President of Human Resources. Gloria has over 25 years of experience in Human Resources and has worked with Robinson's May, the Ritz Carlton, and most recently for ten years as the Vice President of Human Resources for Troon Golf.

Paddock also added two buyers. **Candice Chase** joins the company as Senior Buyer for Patio Furnishings, Accessories & Gifts. An ASU graduate, Chase has nearly 30 years of retail experience, including purchasing and merchandising experience with multi and single store chains including May Department Stores, Broadway Department Stores, Marshall's, California Backyard, and most recently, Emigh's Casual Living. **Patricia Cooper** serves as Buyer for Gifts & Accessories. A Phoenix native, Cooper has more than 30 years of retail experience with over 10 years as Merchandise Manager for Swimwear, Children's and Intimate Apparel at Liberty House in Hawaii and Gottschalk's in California. She also has merchandising experience in hard goods including housewares, china and gifts. In her most recent position, Cooper was the Director of Operations for NPower Arizona.

Karly Kvaase was recently hired as Commercial Design Representative and will be heading up Paddock's newly created Outdoor Furnishing Division. Kvaase, an Arizona native, is a highly skilled interior designer with 15 years of experience in the industry and has worked extensively with the diverse designs of the Southwest. She received formal credentials in Interior Design at ASU. Prior to joining Paddock, Kvaase worked for Best Western International Headquarters in sales and purchasing on refurbishment and new construction commercial projects.

ABOUT PADDOCK

Paddock Pools, Patios and Spas was established in Scottsdale, Arizona in 1958. Now, the company is celebrating 50 years of quality pool-building, unique outdoor living products and outstanding customer service. With over 70,000 pools built, Paddock is the Southwest's largest retailer of swimming pools, patio furniture, pool supplies and spas. Currently, Paddock has 16 stores in Arizona and Nevada. Paddock is the only pool company that provides customers with a full-service backyard experience, ranging from pool construction, remodeling, repair and service, to the area's largest selection of pool supplies, patio furnishings, backyard accessories and custom outdoor kitchens. For more information, visit www.PaddockPoolsandSpas.com, or shop online at www.ShopPaddock.com.

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