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FOR IMMEDIATE RELEASE:

PADDOCK LAUNCHES NEW COMPANY WEBSITE

Paddock implements advanced web technology to better serve its visitors

SCOTTSDALE, Ariz. – August 3, 2007 - As Paddock Pools, Patios and Spas continues substantial growth and maintains a strong market share in the pool and backyard industry, the company launches a new website to better serve its customers.

"We are excited to bring the latest in on-line technology to better serve our visitors. Visitors can now visit our website at www.PaddockPoolsandSpas.com and browse various areas of interest; design a new pool, remodeling an existing pool, shop for a new therapeutic spa and find a variety of retail products; high quality patio furnishings, BBQ grills and accessories to pool chemicals, supplies, toys and games, sign up for free pool school. And learn more about Paddock's seasonal Magic of Christmas trees and décor' and gifts" said David Ghiz President of Paddock's Retail Division.

The new site offers fast and easy navigation with video streamlining capabilities, large photo galleries, search capabilities including a specialty section of frequently asked questions on pool care. And based on a visitor's backyard need or interest, Paddock offers convenient on-line appointment setting with on-line ordering, backyard seasonal trends with how-to-tips are scheduled in early 2008. Paddock visitor's can easily view and print current sales and promotional advertisements before visiting any Paddock backyard superstore.

ABOUT PADDOCK. Paddock Pools, Patio and Spas, is the Southwest's largest pool, spa, patio retailer with 14 stores in Arizona and Nevada to serve all your backyard needs. Established in 1958 by George Ghiz, the company is managed by his sons Buzz Ghiz, President and David Ghiz, President of the Paddock's Retail Division. Paddock is the only pool company that provides customers a full service backyard experience. From new pool construction, pool remodeling and repair service to the area's largest selection of pool supplies, patio furnishings, and accessories, custom BBQ grills and more, Paddock's slogan says it all... "We're All Your Backyard Needs".