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THE LAVIDGE COMPANY TAKES A DIVE INTO PADDOCK POOLS

***The Lavidge Company Adds Paddock Pools, Patios & Spas to Its
Client Roster***

Scottsdale, Ariz. (March 25, 2008) - The Lavidge Company, an award-winning advertising, interactive and public relations firm located in Scottsdale, announced today that they have signed Paddock Pools, Patios and Spas, the leading provider of complete backyard living products and services in Arizona and Las Vegas. Taking advantage of the agency's integrated approach, Paddock has engaged TLC's services for advertising, media buying, marketing, interactive and public relations.

Paddock first opened its doors in 1958 with one store in Phoenix. Starting with the idea of "pools for everyone," they quickly became one of the leading providers of pools and backyard supplies. Over the years, their reputation has grown along with the number of stores, now up to 12 locations in Phoenix, Arizona and two in Las Vegas. 2008 marks Paddocks' 50th anniversary as they look to return to their roots and launch a new ad and re-branding campaign.

"We wanted a marketing partner who understood our business goals," says Paddock President Jim Cich. "The Lavidge Company's philosophy fits ours, and they provide a full range of integrated services. We're anxious to launch our 50th Anniversary year with such a well-respected partner."

The Lavidge Company will work in conjunction with Paddock's in-house creative/marketing team to supplement their ongoing efforts.

"Paddock has a great reputation and a rich full history that we can't wait to delve into," stated Bill Lavidge, CEO of The Lavidge Company. "Combine that with their 50th anniversary and it gives TLC a wonderful story to tell."

About Paddock Pools:

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 pools, patios 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.

About The Lavidge Company

The Lavidge Company is a locally owned and operated full-service advertising, public relations, interactive, consulting and marketing communications agency. Since 1982, The Lavidge Company has specialized in developing brand positioning for products and services. The Lavidge Company was recently voted as one of the top 25 "Best Places to Work" in Phoenix. More information on the agency may be found at www.lavidge.com.