

For immediate release

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2010 INTERNATIONAL POOL | SPA | PATIO EXPO ASSIGNS MORE THAN 87% OF THE SHOW FLOOR DURING SPACE DRAW

DALLAS – May 14, 2010 – With six months until show time, the 2010 International Pool | Spa | Patio Expo recently concluded its annual Space Draw process and assigned a staggering 87% of the show floor, far surpassing last year's Space Draw results of 65%.

"Exceeding our most optimistic projections, more than 285 exhibitors participated in Space Draw," said Donna Bellantone, Director of the Expo. "The impressive list of companies should really energize attendees."

Pool manufacturers who were assigned booth space include Hayward, Pentair, Viking Pools, Waterway Plastics, Zodiac Pool Systems/Jandy, Latham Int'l, Paramount, A.O. Smith, BioGuard, Arch Chemicals, King Technology, SmartPool, AQUASALT, Maytronics and Arch Chemicals/Advantis Technologies, just to name a few.

"After skipping the show the past two years, we are excited to be part of the show again," said Bruce Porter, Hayward Pool Products. "We are looking forward to displaying our new products we have developed over the past 18 months and acquiring the large number of leads this show generates."

Key spa manufacturers who were assigned booth space include Master Spas, Coast Spas, Clearwater Spas, Dynasty Spas, Catalina Spas, Viking Spas, Strong Spas and Artesian Spas, with inquiries and booth reservations continuing to pour in.

"Last year's successful show was a great kick start to 2010 and beyond," said Sam Natter of Dynasty Spas, Inc. "We are looking forward to great results from the 2010 show that will help increase my bottom line."

Exhibitors returning to the show after an absence of a year or more include A&A Manufacturing, Aladdin Equipment, Aquacal/AutoPilot/HornerXpress, Del Ozone, FPSIE, Gothicstone, Haviland Consumer Products, Jackson Grills, Napoleon Fireplaces, Plastikan, ProSpec Electronics and Wolf Steel, among others.

Also participating in Space Draw were first-time exhibitors, including The Aqua Lounger, Davbroz Pty Ltd, Falcon Railing & Super Deck, The Ultimate Lite, Gilpin, Grosfillex, Memphis Wood Fire Grills, Periodic Products, Woodstream Corporation and Leader Sports.

"We are very excited to be part of the 2010 Int'l Pool | Spa | Patio," said Adam Roberts of The Aqua Lounger. "We are looking forward to introducing our products to the broadest possible buying audience."

"It is a testament to the strength of the show and the industry that so many companies made an early and decisive commitment to exhibit," said Bill Weber, President and CEO of APSP, the show's official sponsor. "The exhibitors' enthusiasm and confidence brings a positive energy to the show."

Taking place November 3-5, in the Bayside Halls at the Mandalay Bay Convention Center in Las Vegas, Nevada USA, the show will offer pool/spa builders, retailers, service companies, designers and landscape architects a comprehensive preview of the entire backyard living marketplace.

The Exhibitor Prospectus, Floor Plan and Sponsorship Opportunities can be accessed by visiting www.PoolSpaPatio.com/Exhibitor.

Companies interested in exhibiting should contact Show Management for more information. Companies beginning with the letters A-D should contact Sandi McMullen at 972.536.6386 or SMcMullen@HanleyWood.com; E-K should contact Tonya Stiles at 972.536.6387 or TStiles@HanleyWood.com; and L-Z should contact Kayla VanCleve at KVanCleve@HanleyWood.com or 972.536.6326. Brand new companies who have never exhibited should contact Bill Mitchell at 972.536.6360 or BMitchell@HanleyWood.com.

Additional information about the show can be found on Facebook at www.facebook.com/PoolSpaPatioExpo, LinkedIn at www.linkedin.com/groups?gid=1963264 and Twitter www.twitter.com/PoolSpaPatio. Twitter users can follow the show using #PoolSpaPatio or @PoolSpaPatio.

About Int'l Pool | Spa | Patio Expo

Rebranded in 2008 as the Int'l Pool | Spa | Patio Expo, the show is made up of the former Int'l Pool & Spa Expo, Backyard Living Expo and AQUA Shows. 430+ exhibiting companies will fill 1,000+ booths and draw 9,100+ attendees. Show highlights include 74 educational seminars, the VGB Pavilion, Party on the Patio Pavilion, Product Showcase, Backyard Living Pavilion, Genesis 3 Pavilion, Live Workshops and Exhibitor Product Clinics. The show is ranked #189 in the 2009 *Tradeshow Week 200*, and owned/produced by Hanley Wood Exhibitions, a division of Hanley Wood LLC. Sponsors include the Association of Pool & Spa Professionals (APSP), *Pool & Spa News*. The show is endorsed by the Genesis 3 Design Group.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions [Dallas] conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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