

FOR IMMEDIATE RELEASE

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Local Pool and Spa Company Rated as Best in the Nation

MURRIETA, California (March 16, 2006) – You don't have to travel to a distant resort to enjoy the world's best swimming and spa facilities coupled with award-winning customer service. Your own backyard can suffice, if you choose to work with Cal West Pools and Spas. The Murrieta-based company was recently awarded top honors in 3 nationwide categories; 2005 President's Award for Highest Volume by LA Spas, 2005 Builder of the Year by Pacific Pools, and 2005 Dealer of Excellence by San Juan Pools. Cal West Pools and Spas is obviously doing something right.

Company president Paul Phillips is pleased that his people were honored with these awards, but is more enthusiastic about what it means for area residents. "The highest volume award means that we get our spas at the lowest price in the country, and we pass along the savings to our customers. The other two awards relate to the quality of our people, and their commitment to taking superior care of our customers," he said. "These awards mean that our customers experience a positive difference when they choose Cal West Pools and Spas, and that's what really matters," he added.

One of the factors that resulted in these awards is the prompt service Cal West consistently exhibits. Phillips explained that, "in the Temecula Valley area, we provide onsite repair service within 24 hours, 7 days a week. Our own people fully support everything we sell, so we don't have to wait on outside contractors. Cal West also has one of the shortest lead times for in-ground pools in the business. Our customers can be swimming in less than a month from the time they decide to put in a pool."

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(Cal West Pools and Spas – continued)

Speed of service is not the only reason Cal West customers are so happy. The Pacific Pools award stressed the company's superior track record of professionalism in sales and construction. Phillips commented that, "some feel the swimming pool industry has a reputation for mistreating its customers. We're working hard to change that perception, and are delighted when customers respond with highly positive feedback about our performance. Not just in the way we sell pools and spas, but also in the way we manage the installation and construction. Having a complete in-house construction team makes a big difference, because it enables us to fully control the schedule and quality of each job."

For more information about Cal West Pools and Spas, call 951-677-6665, stop by the office located at 41490 Los Alamos Road in Murrieta, or visit them online at www.calwestpoolsandspas.com.

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