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## COMPANY PROFILE

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AquaStar Pool Products, Inc. (AquaStar) was founded in October of 2003 on the belief that better equipment leads to better, safer, more enjoyable pool and spa experiences. AquaStar is dedicated to inventing, designing and manufacturing innovative pool products that keep consumers safe and their customers satisfied.

At AquaStar, every product is held to the highest standard of quality, resulting in superior, dependable products that last; products that endure despite their continual exposure to harsh pool chemicals and intense ultraviolet light.

AquaStar is able to get products from concept to consumer faster because of proven manufacturing methods and their disciplined approach to research and development at their Southern California facilities. AquaStar provides superior solutions in the most expeditious and efficient manner possible.

AquaStar co-founder, inventor and engineer Olaf Mjelde has over 30 years of experience in the engineering and manufacturing business, and for many years developed complex assemblies for numerous Fortune 500 companies. Wade Arens, AquaStar co-founder, inventor and researcher, first started working in the industry in 1974, installing pool plumbing and building pools, spas and water features. Wade possesses exceptional knowledge and a unique understanding of pool and spa plumbing design and functionality, acquired through extensive field work for more than 30 years.

Many of AquaStar's advanced designs have been created to address specific pool and spa industry needs. Wade and Olaf regularly collaborate with members of the pool and spa industry to gauge consumer demands and market conditions in order to create state of the art products with greater efficiencies. The rapport built with industry leaders has led to a wide array of improvements and innovations at AquaStar. Many new products bear (within the part number) the initials of those individuals who inspired that specific product.

In addition to the relationships AquaStar has built with leading pool and spa professionals throughout the country, the company actively participates in many pool and spa trade associations including, but not limited to, the National Plasterers Council (NPC), the Association of Pool and Spa Professionals (APSP), the American National Standards Institute (ANSI), the Florida Swimming Pool Association (FSPA) and the Northeast Swimming Pool Association (NESPA).

AquaStar's dedication to pool and spa safety is unmatched in the pool products industry. The company offers multiple suction outlets that exceed the standards set forth by the Virginia Graeme Baker Pool and Spa Safety Act, protecting children from suction entrapment-related injuries or fatalities.

AquaStar is at the forefront of safe drain technology. One of AquaStar's innovative designs is its patented Flow-Max™ technology, which enhances flow rates, while still meeting or exceeding the standards set forth by the Virginia Graeme Baker Pool and Spa Safety Act, which was signed into law December 19, 2007.

Every AquaStar associate is committed to the highest ethical standards. The company is dedicated to utilizing the finest materials and best processes in its continuing efforts to meet and exceed consumer expectations.

Each AquaStar pool product is designed and manufactured solely in the USA, ensuring that only the highest quality merchandise reaches the consumer. AquaStar is dedicated to providing their customers with dependable, long-lasting, American-made products. The entire line of AquaStar pool products is designed to provide the very best look, feel and performance.