

March 28, 2011



# Leslie's Swimming Pool Supplies to Open New Stores in Florida

## **New Stores in North Port, Sarasota and Tampa and a relocated store in Belle Isle, Florida to grand open on April 1, 2011**

BELLE ISLE, Fla., NORTH PORT, Fla., SARASOTA, Fla. and TAMPA, Fla., March 28, 2011 /PRNewswire/ -- Leslie's Poolmart, Inc. (Leslie's), the nation's leading retailer of swimming pool supplies and related products, announced their plans to grand open stores in Belle Isle, North Port, Sarasota and Tampa, Florida. Leslie's opened the doors of its newest stores in North Port, Sarasota and Tampa mid February 2011, and the relocated store in Belle Isle last November. The stores will celebrate their grand openings April 1 – 4, 2011, with specials and festivities throughout the weekend, including 20% off everything in the store!

(Logo: <https://photos.prnewswire.com/prnh/20110325/MM71827LOGO> )

"Leslie's is proud to be opening new store locations this year to serve our customers and add jobs throughout the country," stated Larry Hayward, CEO, Leslie's Poolmart, Inc. "Our new stores will offer customers an expansive selection of swimming pool supplies, pool equipment and recreational items. Leslie's associates serve as a valuable resource for swimming pool owners and provide detailed, knowledgeable information needed for their pool care. All of our store locations provide free water testing and free labor on all in-store equipment repairs. Additionally, all customers visiting our new stores will receive 20% off their entire purchase during our grand opening event," added Hayward.

The new store will be open 7 days a week. Specific grand opening store location and information below:

Belle Isle, FL: Megan Cusano will serve as store manager of the new Leslie's, and she brings several years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 5160 S. Conway Rd., Belle Isle, FL 32812. Phone: (407) 826-9921.

North Port, FL: John Coons will serve as store manager of the new Leslie's, and he brings several years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 17473 Tamiami Trail, North Port, FL 34287. Phone: (941) 429-4477.

Sarasota, FL: Preston Campbell will serve as store manager of the new Leslie's, and he brings several years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 8760 S. Tamiami Trail, Sarasota, FL 34238. Phone: (941) 966-1052.

Tampa, FL: Jamie DuBois will serve as store manager of the new Leslie's, and he brings 15 years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 2202 S. Dale Mabry Hwy., Tampa, FL 33629. Phone: (813) 251-0415.

Founded in 1963, Leslie's Poolmart, Inc. is the world's largest specialty retailer of swimming pool supplies and related products. The Company currently markets its products through over 660 retail store locations in 35 states; a nationwide mail-order catalog; and an Internet e-commerce site, [www.lesliespool.com](http://www.lesliespool.com).

SOURCE Leslie's Poolmart, Inc.