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Leslie's Swimming Pool Supplies Sponsoring Waste Management Phoenix Open -- PGA TOUR Event -- Free Tournament Tickets Available at Leslie's Stores

PHOENIX, Jan. 13, 2012 /PRNewswire/ -- Leslie's Swimming Pool Supplies ("Leslie's"), the world's largest retailer of pool and spa supplies, today announced that they are again sponsoring the Waste Management Phoenix Open. The week-long event, which begins Monday, January 30th, is among the most popular on the PGA TOUR and every year has the highest attendance of any TOUR event.

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

Leslie's support of this PGA TOUR event provides for unique marketing opportunities that the company shares with its customers. For the first time ever, Leslie's is giving away tickets to the tournament through their 54 retail stores in the greater Phoenix area. Larry Hayward, Leslie's Chairman and CEO commented, "We are excited to be able to offer thousands of free tickets to the event to our customers. With any purchase over \$100, customers can receive one free ticket for admission to the Waste Management Phoenix Open, valued at \$25. We think it's a great way to offer our customers something you just don't see in other stores and save them \$25 at the same time."

The company is also the title sponsor of this year's Monday Pro-Am. The Leslie's Swimming Pool Supplies Pro-Am will begin at 10 a.m. on Monday, January 30th on the TPC Scottsdale Stadium Course.

As a result of the tournament and corporate sponsors like Leslie's, the Waste Management Phoenix Open, now in its 77th year, donates a significant amount to charities annually – close to \$75 million in tournament history. "It's so rewarding to be a part of this event. The world's greatest golfers are here, the atmosphere is fantastic, and those in the community that really need help get a tremendous amount of support as a result of the tournament," said Hayward.

About Leslie's:

Since 1963, pool owners have trusted the experts at Leslie's Swimming Pool Supplies for the solutions they need to keep their pool and spa clean, safe and ready to enjoy. Leslie's is the world's largest retailer of pool and spa supplies and operates 684 retail stores and commercial service centers nationwide, as well as catalog (800-LESLIES) and internet (www.lesliespool.com) sales.

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SOURCE Leslie's Poolmart, Inc.