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Leslie's Swimming Pool Supplies to Open New Store in Arkansas

New Store in Ft. Smith, Arkansas to grand open on April 8, 2011

FT. SMITH, Ark., April 4, 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 a store in Ft. Smith, Arkansas. Leslie's opened the doors of its newest store at 8500 Phoenix Ave., on Thursday, March 17, 2011. The store will celebrate their grand opening April 8 – 11, 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. James Gasal 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, 8500 Phoenix Ave., Ft. Smith, AR 72903. Phone: (479) 478-0229.

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.

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