

May 2, 2011



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

New Store in Glendale, California to grand open on May 6, 2011

GLENDALE, Calif., May 2, 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 Glendale, California. Leslie's opened the doors of its newest store at 245 S. Glendale Ave., on Wednesday, April 27, 2011. The store will celebrate their grand opening May 6 – May 9, 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. Arnold Wilson 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, 245 S. Glendale Ave., Glendale, CA 91205. Phone: (818) 956-9488.

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.

Steven L. Ortega
Executive Vice President and Chief Financial Officer
Leslie's Poolmart, Inc.
(602) 366-3812

Media/Press contact:
Jodi Marsh – Communications
Jodi.marsh@ivieinc.com
(317) 450-9025

SOURCE Leslie's Poolmart, Inc.