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Leslie's Swimming Pool Supplies to Open New Store in Melbourne, Florida

New Store in Melbourne, Florida to grand open on March 16, 2012

MELBOURNE, Fla., March 12, 2012 /PRNewswire/ -- Leslie's Swimming Pool Supplies (Leslie's), the nation's leading retailer of swimming pool supplies and related products, announced plans to grand open a store in Melbourne, Florida. Leslie's opened the doors of its newest store at 1408 W. New Haven Ave., on Thursday, February 9, 2012. The store will celebrate their grand opening March 16 – March 19, 2012, 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 excited to be expanding its store locations with over 60 additional stores this year and bringing new employment opportunities to markets across the country," stated Larry Hayward, Leslie's CEO. "Customers will find knowledgeable pool professionals to assist with pool care needs in every store as well as an expansive selection of quality swimming pool supplies, pool equipment and recreational items. All of our locations offer free water tests as well as free labor on in-store equipment repairs to help make pool care easier. In addition, customers visiting our new stores during our 4-day grand opening event will receive 20% off their entire purchase," added Hayward.

The new store will be open 7 days a week. Robert McKee will serve as store manager of the new Leslie's, bringing many years of experience in the pool and spa industry. Store contact information is: Leslie's Swimming Pool Supplies, 1408 W. New Haven Ave., Melbourne, FL 32904. Phone: (321) 723-1012.

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 700 retail store locations in 35 states; a nationwide mail-order catalog; and an Internet e-commerce site, www.lesliespool.com.

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