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

New California Stores in Long Beach, San Marcos, and Yucaipa to grand open on April 1, 2011

LONG BEACH, SAN MARCOS and YUCAIPA, Calif., 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 a store in Long Beach, San Marcos and Yucaipa California. Leslie's opened the doors of its San Marcos and Yucaipa new stores on February 24, 2011, and the Long Beach store on March 10, 2011. 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 stores will be open 7 days a week. Specific grand opening store location and information below:

Long Beach, CA: Bob Vasquez will serve as store manager of the new Leslie's, and he brings 12 years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 5905 E. Spring St., Long Beach, CA 90808. Phone: (562) 429-4372.

San Marcos, CA: Jason Saxton will serve as store manager of the new Leslie's, and he brings 7 years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 565 Grand Ave., San Marcos, CA 92078. Phone: (760) 744-2569.

Yucaipa, CA: Efren Galvez will serve as store manager of the new Leslie's, and he brings 10 years of experience in the pool and spa industry. Store contact information is: Leslie's Pool Supplies, 33527 Yucaipa Blvd., Yucaipa, CA 92399. Phone: (909) 797-6660.

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.

SOURCE Leslie's Poolmart, Inc.