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S.R. Smith First Pool Accessory Company to Win SpaRetailer Trade Award

[September 9, 2010, Scottsdale, AZ] – *SpaRetailer* is pleased to announce that S.R. Smith has received the coveted 2011 TRADE Certified™ Trade award. Proving their longtime commitment to excellence S.R. Smith has met all the standards of the rigorous certification process and is the first pool accessory company to win the award.

“We are very pleased with the results of the customer survey and look forward to utilizing the trade certification in our 2011 accessibility marketing programs.” said Brett Fritts, Vice President of Marketing and Business Development at S.R. Smith. “We are strong believers in the health benefits associated with pools/spas and look forward to helping mobility challenged customers gain access to these benefits with our line of pool/spa lifts.”

“We congratulate S.R. Smith for exceeding the customer satisfaction criteria to win this award,” said David Wood, Editor-in-Chief of *SpaRetailer* magazine. “They have set the bar high for others in the pool and hot tub industry.”

Completely independent and based solely on merit, companies in the pool and spa industry earn the Certified™ Trade status by demonstrating excellence on every level, from employee training to dealer satisfaction. To maintain complete impartiality, all results were tabulated through a team of third-party auditors, ensuring that this certification was won fairly and not influenced by advertising dollars.

In 2011, Bigfish Publications will recognize S.R. Smith and other select manufacturers in the pool and spa that consistently provide a superior buying experience for trade professionals. Local dealerships and builders can take pride knowing they have partnered with among the best accessory companies in the industry.

About SpaRetailer magazine

SpaRetailer is a trade publication dedicated to bringing relevant news and stories to hot tub retailers across North America.

About Poolsearch magazine

Poolsearch magazine is a consumer publication dedicated to helping homeowners evaluate the merits of swimming pool ownership.

About S.R. Smith

S.R. Smith, the world leader in swimming pool deck equipment, offers the largest selection of poolside products (*accessibility equipment, diving boards & stands, games, ladders, life guard chairs, rail goods, security, slides, starting platforms and water features*) for residential and commercial pools worldwide. Founded in 1932 and headquartered in Canby, Ore., with additional manufacturing in Portland, Tenn. S.R. Smith utilizes a diverse network of channel partners worldwide to meet the needs of the swimming pool construction, service and remodel industry. For more information, visit www.srsmith.com or call (800) 824-4387.

For more information visit: SPARETAILER.COM OR POOLSEARCH.ORG.