



FOR IMMEDIATE RELEASE

Date: February 9, 2009

Contact: Steve Ortega, Leslie's - 602-366-3999

Re: **ePOOL™ Water Monitor – a Leslie's exclusive!**

Scottsdale, Ariz. — Great American Merchandise and Events (GAME) introduces the ePool™ water monitor that communicates pool or spa water problems and recommends solutions, saving time and money while keeping the swimming environment healthy. Pool owners can use this in place of a service company! ePool will be in stores April 10, 2009.

The affordable new monitor will take the place of test strips and drops and actually tell users what water care products to add and how much the pool needs. It combines scientific analytical sensor sensing technology, wireless communication and patented integrated intelligence to determine chemical parameters for an ideal pool or spa. For example, when the water is not balanced, the ePool will flash a red attention light and display a message on a digital screen such as "pH LOW" with the current reading and a recommended treatment, such as "add 32 oz. of Soda Ash."

ePool has two primary components — a floating sensor and an indoor receiver — that communicate wirelessly. Upon initial setup, each user follows the prompts so the ePool will "know" the size of the pool, the type of sanitizer being measured (chlorine, bromine, etc.), the preferred units of measure (Metric/English) and other important parameters.

ePool works with all pool or spa water treatment systems, including salt water chlorination and copper ion generators.

ePool will be sold exclusively by Leslie's, retailing for \$249.99.

###

GAME is recognized worldwide for its extensive lines of pool and spa accessories as well as the Derby Duck® and Turbo Turtle® fundraising events that have generated millions of fundraising dollars for charities across the globe. The company is also supportive of its retailers and dealers by offering promotional items, merchandising material, and assistance with other marketing ideas for store promotions and events. For more information, please contact 1-888 DUCKY88 (382.5988) or visit www.game-group.com.