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All Florida Pool & Spa Center Honored with President's Award

Miami, FL, February 18, 2008 -- All Florida Pool & Spa Center, South Florida's largest pool & spa company, was recently presented with the Sundance Spas 2007 President's Award. This marks the second time All Florida Pool & Spa Center has received the award in its 37 years of operation.

Sundance Spas' annual President's Award recognizes outstanding achievements in sales excellence and customer support. With more than 500 dealers nationwide, Sundance Spas recognized All Florida Pool & Spa Center as its top performing single store dealer in the U.S. The honor recognizes a company's total contribution, dedication and service to both its customers and the Sundance Spas brand of hot tubs.

"Receiving the President's Award is a great honor and would not be possible without the hard work and dedication of everyone throughout our organization," said David Cohen, President of All Florida Pool & Spa Center. "We strive to provide our customers with the best possible products, services and support. This recognition helps confirm that we are succeeding, and we will continue to set higher standards to bring our customers new levels of satisfaction."

From its headquarters in North Miami, and its newly opened West Palm Beach facility, All Florida Pool and Spa Center is Florida's largest distributor of Sundance Spas. Aside from selling hot tubs, All Florida offers Floridians a complete array of pool and spa products and services, including everything from chemicals and equipment to complete pool renovations.

About All Florida Pool & Spa Center

Founded in 1971, All Florida Pool & Spa Center is South Florida's largest specialty retailer of pool and spa products and services. The company markets its offerings through two retail stores located in North Miami and now West Palm Beach. A fleet of over 50 trucks and 70 pool and spa experts allows the company to help Floridians realize maximum backyard enjoyment. For more information, please call (305) 893-4036 or visit www.allfloridapool.com.

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About Sundance Spas, Inc.

For more than 28 years, Sundance Spas has perfected the spa experience. Sundance Spas is devoted to improving health and lifestyles through its hydrotherapy benefits, including stress relief, health restoration and the creation of an environment for balanced living. Sundance Spas, Inc. manufactures portable and in-ground hot tubs, including a complete line of accessories, available through 750 specialty retail locations in more than 60 countries worldwide. For more information, please call 909-606-7733 or visit www.sundancespas.com.

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