

FOR IMMEDIATE RELEASE



Cal Spas Launches New Genesis™ Rotomold Line for 2013

Leading hot tub manufacturer unveils new rotomold spas to dealer network

Los Angeles, CA—(August 29, 2012) [Cal Spas](#), the world leader in luxury Home Resort products, is pleased to announce the launch of its new Genesis™ Spa Series.

“We updated our popular rotomold line by adding new spa models with eye-catching features and impressive jet counts,” said Casey Loyd, President of Cal Spas. “This value-conscious spa line is packed with premium features and priced to match any budget. We feel our dealers will be impressed with our new line, which will contribute to a successful selling season.”

The Genesis™ Rotomold Spa Series has been updated and simplified for 2013. The best-selling rotomold spa lineup features four new models with one jet configuration for each model. Each spa is molded to perfection using a unique rotational molding process where the shell is spun on two axels to form the desired mold. Breathtaking features, such as the Dual Hydrostreamer™ waterfalls and Genesis™ Rock Accent Panels, have been added to each model as standard features.

[Cal Spas](#)® was founded in 1979 as a provider of luxury hot tubs. Today, the celebrated hot tub giant is world renowned as the #1 Global Manufacturer of Home Resort Products™. The company produces premium collections of lifestyle products from its headquarters in Pomona, Calif. and distributes worldwide through a network of specialty dealers. The Cal Spas brand family of products includes Cal Spas hot tubs and swim spas, Cal Designs gazebos, Cal Heat indoor and outdoor saunas, and Cal Flame high-end BBQ grills, outdoor barbecue islands, outdoor fireplaces and firepits. Learn about Home Resort Living and find a dealer near you at www.calspas.com.

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