



THE #1 GLOBAL MANUFACTURER OF HOME RESORT PRODUCTS

**FOR IMMEDIATE RELEASE**

**Cal Spas Launches 2013 Home Resort Collection at Annual Dealer Event**  
*Hot tub giant unveils highly-anticipated product line at the Insights Global Summit Meeting*

**Los Angeles, CA—(February 1, 2013)** [Cal Spas](http://www.calspas.com), the world leader in luxury Home Resort products, is pleased to announce the launch of its 2013 Home Resort Collection at the Insights Global Summit Meeting.

“This annual event gave us the opportunity to thoroughly educate and train our dealer network on the 2013 product line,” said Casey Loyd, President of Cal Spas. “We also educated our dealers on the latest market study and industry trends, which will help grow their business and increase their annual revenue in 2013.”



During the two-day event, Cal Spas unveiled the new innovative Home Resort collection with products for every backyard and budget. Guests attended training seminars throughout the event on the 2013 product line and new marketing strategies. Additional workshops were held throughout the event for dealers that wanted to be further educated on a specific product line. Guests were also given the opportunity to tour the state-of-the-art Cal Spas manufacturing plant.

Highlights from the Insights Global Summit Meeting include the launch of 70 hot tub molds, including the new age-defying Fountain of Youth™ spa, and innovative features. Cal Flame, the leading barbecue and fireplace manufacturer, launched the new Premium 4-Burner Grill and LBK BBQ Island Series.



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In addition to viewing the 2013 product line, guests also enjoyed non-stop entertainment throughout the event, including an amazing 6-piece band, award-winning drum line, dueling pianos and comedy show. Special awards, the 2012 Rookie of the Year and Highest Sales Growth in 2012, were presented to two valued dealers during the closing ceremony.



The 2013 Insights Summit Meeting was held on January 10 and 11 at the Sheraton Fairplex Hotel and Conference Center in Pomona, California. The annual Cal Spas event was open to all members of the Home Resort industry, including current and prospective dealers, suppliers and media.



*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](http://www.calspas.com).*

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