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POOL COVER SPECIALISTS Wins National Trade Satisfaction Award

NOVEMBER 16, 2009, LAS VEGAS, NV – *SpaRetailer* magazine is pleased to announce that Pool Cover Specialists has received the coveted *SpaRetailer* 2010 Certified™ Trade award for pool and spa safety covers – the only independent endorsement for companies in the pool and spa industry. Proving their longtime commitment to excellence Pool Cover Specialists has met all the standards of the rigorous certification process.

Completely independent and based solely on merit, companies in the pool & spa industry earn the Certified™ Trade status by demonstrating excellence on every level, from employee training to customer 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.

“This award is unprecedented in our industry,” says David T. Wood, editor-in-chief of *SpaRetailer* magazine. “For years swimming pool and hot tub manufacturers have been asking for an independent endorsement program and we’re happy to expand the Certified™ Trade satisfaction program to include them. Pool Cover Specialists has long been an example to companies in the industry and now their accolades are no longer anecdotal, but proven through this independent audit.”

In 2010, Bigfish Publications will recognize Pool Cover Specialists 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 cover companies in the industry. Each manufacturer is evaluated based on audited results related to sales, service, operations and customer satisfaction, as well as random on-site inspections by independent auditors.

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.

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