

**FOR IMMEDIATE RELEASE**

**MERGER ANNOUNCEMENT:  
Florida Water Products and American Pool Supply  
Agree to Merge**

**(Tampa, FL - Las Vegas, NV) – August 17, 2018:** Florida Water Products and American Pool Supply, leaders in the wholesale distribution of swimming pool products, have entered into an agreement to merge the two companies. The transaction details are undisclosed, but the merger is expected to close before December 31, 2018. The newly combined entity creates a footprint of 16 distribution centers servicing a customer network of 8,500 swimming pool retailers, service companies and pool builders in 9 states across the Sunbelt.

Florida Water Products, headquartered in Tampa, FL, operates 12 distribution centers throughout Florida and Texas. Louie Mozas, President and CEO, said of the merger, “American Pool Supply is a natural strategic fit. Their focus on providing exceptional service and value to customers, strong supplier relationships and expanding markets, mirrors our own. Their expertise, earned in the world’s largest commercial swimming pool market, and the culture of the company were key factors in the merger.”

American Pool Supply, with headquarters in Las Vegas, NV, operates 3 locations in Nevada and Utah, with a fourth location scheduled to open in Fall 2018. “We are pleased to join forces with Florida Water Products, who will provide additional technology, sales, marketing, supply and operational solutions to our valued customers. The opportunity to provide additional resources to our customers, as well as enhanced benefits and growth opportunities for our employees, were paramount in our decision to merge,” said Rick Crockett, President of American Pool Supply.

Carlos Del Amo, Executive Vice President for Florida Water Products said “Both companies are aligned regarding organic growth potential and growth opportunities through mergers and acquisitions. We will drive value by leveraging best practices in all facets of the business with a laser focus on operational excellence. We share a healthy appetite to expand to other geographic markets going forward. We will continue to improve the customer experience and build on solid foundational values as we execute this merger and explore other opportunities that lie ahead.”

Florida Water Products and American Pool Supply are both leading regional wholesale distributors of swimming pool equipment, including but not limited to pumps, filters, heaters, heat pumps, automation controls, lights, water features, salt chlorine generators, automatic cleaners, electrical components, drains, skimmers, valves, and replacement parts. Both companies also distribute building and plumbing materials for new construction and remodeling of concrete swimming pools and spas, as well as chemicals for the sanitation, treatment, and maintenance of swimming pool water. Customers include swimming pool builders and remodelers in the residential and commercial segments, swimming pool service and repair companies, swimming pool and spa retailers, and aquaculture facilities throughout 9 of the 14 states in the Sunbelt. Florida Water Products and American Pool Supply are both mature companies founded in 1983 and 1972, respectively, with strong and consistent growth over the past decades. Neither company has any customer or regional concentrations. Both are family owned, independent distributors with no outside investors.

Initially, all Florida Water Products and American Pool Supply locations will continue to do business under these well-established names.

Both companies are long standing members of the WINDO Group, the largest collective of independently owned wholesale distributors in the swimming pool industry. The group consists of 24 privately owned distributors located primarily in the Snowbelt and Canada.

*For more information, please contact Elissa Pollack, who is handling media relations for the merged entity. She can be reached at 608-335-6472 or [elissa@tds.net](mailto:elissa@tds.net).*