

Sundance® Spas

FOR IMMEDIATE RELEASE

CONTACT: Anthony Pasquarelli (909) 606-7733
anthony.pasquarelli@sundance spas.com



SUNDANCE® SPAS EARNS GOOD HOUSEKEEPING PROMISE

CHINO, Calif. – After undergoing a detailed inspection and certification process, Sundance Spas has been awarded the Good Housekeeping Promise by *Good Housekeeping* magazine. Sundance joins an elite group of major national brands that have earned this honor and have an undisputed reputation for superior quality.

The Good Housekeeping Promise has been in existence since 1909 with a proud and prestigious heritage. It is synonymous with the gold standard for product quality and integrity. All products that earn the Promise are backed by the magazine and its test lab – providing consumers added confidence when making their purchasing decision.

“We are thrilled to have received this significant endorsement. Independent research has shown that when choosing between two brands that are similar in price and features, 81% of consumers are more inclined to buy the product with the Good Housekeeping Promise,” said Sundance Spas’ Director of Marketing Bill Smelley. “Recognized by 97% of Americans age 35-54, the Promise has a considerable influence over a consumer’s buying decision.”

About Sundance Spas, Inc.

For almost 30 years, Sundance Spas, Inc. has perfected the spa experience and 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. offers 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.

###

Sundance® Spas is a registered trademark of Sundance Spas, Inc. All rights are reserved. Good Housekeeping is a trademark of Hearst Corporation. Used with permission.