

Leslie's Swimming Pool Supplies Acquires E-Commerce Retailer

Written by Australian Business

PHOENIX, Nov. 2, 2013 /PRNewswire/ -- Leslie's Poolmart, Inc. ("Leslie's"), the world's largest retailer of swimming pool and spa supplies, announced today that it acquired the assets of Pool Supply World, Inc., one of the nation's premier internet retailers of swimming pool supplies.

As a separate division of Leslie's Pool Supplies, the acquired business will continue to operate as Pool Supply World with its distinct brand and website. Mark Krueger, Chief Executive Officer of Pool Supply World, Inc. will continue to lead the business.

"This acquisition will be a great fit with Leslie's as we continue to deploy technology to grow our e-commerce and omni-channel initiatives for many years to come," says Larry Hayward, Chairman and CEO of Leslie's Poolmart, Inc. "We look forward to joining forces with the engineering and e-commerce expertise of the Pool Supply World, Inc. team and expanding our capabilities to serve the online customer," Hayward added.

The transaction closed on October 28, 2013.

About Leslie's Poolmart, Inc. For over 50 years, pool owners have trusted the experts at Leslie's for the solutions they need to keep their pool and spa clean, safe, and ready to enjoy. Leslie's is the world's largest retailer of pool and spa supplies and operates 818 retail and commercial service stores nationwide, as well as catalog (800-LESLIES) and internet sales (*lesliespool.com*).

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