



May 1, 2005

Joseph Musnicki
Ocean Spray Pools and Spas
97 Old Riverhead Rd.
Westhampton Beach, NY 11978

Dear Joseph Musnicki,

Congratulations on your company's selection to the Sixteenth Annual AQUA 100, recognizing excellence in spa and pool retailing, building and service.

Your entry was among the companies that most impressed our panel of distinguished judges. And it is this exclusivity that has made the AQUA 100 award one of the industry's most prestigious and highly sought-after honors. The Sixteenth Annual AQUA 100 list, along with profiles of the winning companies, is published in our April issue and on our Web site, aquamagazine.com.

If you have a Web site, a free link from your online profile to your Web site will be made. If you develop a Web site during 2005 and would like a link activated, just contact me with the URL address.

We encourage you to make the most of your AQUA 100 status by publicizing it via local media and making it part of your 2005 advertising and promotion plans. To help you in these endeavors, we've compiled this awards packet. It includes:

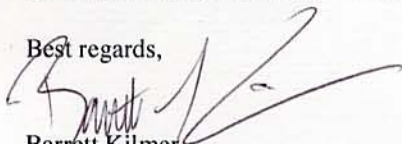
- a certificate of recognition
- AQUA 100 logos you may use in advertisements or on your letterhead
- a copy of the April issue of AQUA, which contains your business profile
- a news release ready for you to copy, address and mail to the media of your choice
- a custom lapel pin to wear in your store and while on business travel.

Later this year, you also will receive an invitation to an exclusive AQUA 100 event held in conjunction with the AQUA Show in Las Vegas. This event will provide a relaxed setting for you to mingle with other AQUA 100 companies and share business experiences.

To encourage your attendance at this special event, we are offering you two free admissions to the highly regarded AQUA Show conference and seminars. You'll receive further details on how to register when we mail you the conference brochure in mid-June.

Once again, congratulations — and best wishes for continued success!

Best regards,


Barrett Kilmer
Managing Editor

