

# Spasearch™



**CERTIFIED AND APPROVED**  
**MANUFACTURER ENDORSEMENT PROGRAM**



**IMPORTANT**  
**PLEASE REVIEW**

Spasearch™ • A Bigfish Publication.

North American Headquarters • 14300 N. Northsight Blvd. Suite 127 • Scottsdale, Arizona, USA 85260 • Tel: 480-367-9444 • Fax: 480-367-1110

United Kingdom Office • Medius House LG • 2 Sheraton St. • W1F 8BH • London, UK • Tel: 0870 366 4459 • Fax: 0870 094 2331

Website: [www.spasearch.org](http://www.spasearch.org) • Email: [awards@bigfishpublications.com](mailto:awards@bigfishpublications.com)



## SPASEARCH ENDORSEMENTS

### REWARDING QUALITY AND SERVICE IN THE HOT TUB INDUSTRY

#### SPASEARCH AUDITED CUSTOMER SATISFACTION PROGRAM

Beginning in 2007, SPASEARCH will recognize a select number of hot tub manufacturers that consistently provide a superior buying experience for new hot tub owners. Purchasing a hot tub or exercise pool from a Spasearch-endorsed company means the homeowner has selected one of the most reputable businesses in North America based on audited customer satisfaction results. SPASEARCH will recognize these highly professional businesses with our Spasearch Certified™ and Spasearch Approved™ insignias and offer editorial recognition in our publications, website and monthly e-newsletters.

#### FAIR, ACCURATE AND INDEPENDENT RESULTS

To maintain complete impartiality, our publisher, editors and writers do not invest or maintain any personal financial stake in any firm whose hot tub is reviewed in Spasearch. Instead, **SPASEARCH employs a third party accounting firm to audit customer satisfaction surveys submitted by homeowners who purchase and install hot tubs in North America.** A complete summary of our qualification criteria is provided in this packet.

#### FOR MORE INFORMATION

Direct questions regarding this program to [awards@bigfishpublications.com](mailto:awards@bigfishpublications.com) or call 480-367-9444.

#### ENROLL

Complete the attached application.

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## APPROVED REQUIREMENTS

### REGISTERED BUSINESS

Manufacturer must be registered to conduct business in North America under the same tax identification number for the past three years.

### BUSINESS/INDUSTRY AFFILIATION

Manufacturer must be a current member of at least one of the following organizations: 1) Association of Pool and Spa Professionals (APSP.org), 2) U.S. Chamber of Commerce (uschamber.com) or 3) National Small Business Association (NSBA.biz).

### PRODUCT WARRANTY

Manufacturer must offer a minimum warranty on 50% of hot tubs sold in North America as follows: 1) seven years on hot tub structure, 2) five years on hot tub surface, 3) three years on all components including heaters, pumps and electronics.

### UL LISTED

All hot tubs sold by manufacturer in North America must be UL, ETL or CSA compliant.

### CONTINUING EDUCATION

Manufacturer must offer continuing education classroom education regularly for North America dealers related to sales, service and support. Course curriculum must exceed eight hours of training during a 12-month period.

### CUSTOMER SUPPORT

Manufacturer must offer a minimum of six hours of live toll-free telephone support per day for homeowner sales, support and service inquiries. Monday-Friday (excluding holidays).

### CUSTOMER SATISFACTION SURVEY

Manufacturer must conduct at least one customer satisfaction survey, within the last 24 months, to evaluate homeowner satisfaction of their hot tub purchase and/or local dealer buying experience. Requirement is waived if manufacturer participates in the Spasearch Certified™ program.

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### Choose one of the following two options:

#### LOCAL DEALER NETWORK

Manufacturer must have at least 75 dealers within North America where consumers can inspect hot tubs prior to purchase. Each of those 75 dealers must 1) have exterior permanent signage and normal business hours posted on entry door, 2) offer a fully operational hot tub to allow consumer's to wet test prior to purchasing and 3) display a minimum of four of the manufacturer's hot tubs in store.

#### FACTORY DIRECT

Manufacturers who sell direct to the public may also qualify provided 1) the manufacturer has a minimum of 15 dedicated territory representatives in North America, 2) at the request of the homeowner, a sales presentation can be conducted in person, 3) every quotation includes an on-site home inspection and 4) manufacturer can document at least \$150,000 spent on consumer-direct marketing, promotion and advertising in the past 365 days.

## CERTIFIED REQUIREMENTS

### OUR HIGHEST ENDORSEMENT RATING

#### ELIGIBILITY

Spasearch Certified™ is a voluntary program.

#### **Existing Spasearch Approved™ manufacturer:**

Auditors must receive a minimum of 100 returned surveys from homeowners who purchased a hot tub or exercise pool via your dealer network or factory direct during past 12-month period.

#### **All other manufacturers:**

Auditors must receive a minimum of 300 returned surveys from homeowners who purchased a hot tub or exercise pool from you direct or via your dealer network or factory direct.

#### SCORING CRITERIA

- 1) Any manufacturer who scores above 85% aggregate score on customer satisfaction index is eligible for the Spasearch Certified™ status.
- 2) Spasearch Certified™ is intended to reward the top 10% tier of hot tub manufacturers doing business in North America. In the event that more than 10% of applicants receive our highest endorsement in 2007, SPASEARCH reserves the right to modify scoring criteria in 2008 to reflect market conditions.

#### SURVEY DETAILS

- 1) Manufacturer will forward a questionnaire and internet link to a random, national sample of customers who purchased a hot tub or exercise pool in the last 24 months.
- 2) The homeowner will complete the survey and return the survey (via U.S. postage-paid mail, electronically or by telephone) to a third-party market research firm to tabulate the results and validate the audit.
- 3) SPASEARCH will receive results from auditors and notify the participating manufacturers of *pass* or *fail* status of their application.

Winners may use the 2007 Spasearch Certified™ insignia and logo on all advertising, sales brochures and promotional material.

#### QUESTIONNAIRE

The SPASEARCH survey will address the following:

- Customer's overall SATISFACTION of the purchase
- APPEARANCE of the hot tub
- QUALITY of the hot tub
- RELIABILITY of the hot tub
- EASE OF USE of the hot tub
- VALUE of the hot tub
- Product KNOWLEDGE of the local dealer
- PROFESSIONALISM of the salesperson
- INSTALLATION and DELIVERY services
- Likelihood that the customer would RECOMMEND the brand to a friend



## AUDIT FEES

### PRICES PER BRAND

#### SPASEARCH APPROVED™ (\$1,750)

##### Includes:

- Independent Brand Audit (\$750)
- 2007 Spa Buyer Demographic Report (\$1,500 value)
- Guaranteed Comparison Listing in Spasearch™ Buyer's Guide

##### In addition, winners receive:

- Use of the the 2007 Spasearch Approved™ insignia and logo on all advertising, sales brochures and promotional material.
- Recognition in our publications and websites for calendar year as Spasearch Approved™.
- Sales and collateral materials for dealer recruitment and POP. (Additional fee applies)

#### SPASEARCH CERTIFIED™ (\$4,995)

##### Includes:

- Independent Brand Audit (\$750)
- Confidential Brand Specific Customer Satisfaction Report (\$3,250)
- Up to 5,000 electronic email surveys (\$2,250)
- 2007 Spa Buyer Demographic Report (\$1,500)
- Guaranteed Comparison Listing in Spasearch Buyer's Guide

##### Additional Surveys (if needed)

- E-mail: \$0.45 per electronic survey. Includes design, prep, blast and data audit services.
- Mail: \$4.00 per survey. Includes survey design, prep and postage, return postage and data audit services.
- Telephone: \$12.00 per telephone survey. Includes survey script, prep, predictive calling and data audit services.

##### In addition, winners receive:

- Use of the the 2007 Spasearch Certified™ insignia and logo on all advertising, sales brochures and promotional material.
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## THIRD PARTY AUDITORS

### UNIVERSITY OF TEXAS

#### **Arlington, TX**

The University of Texas (UT) is among the elite market research and statistical analysis universities. UT has a distinguished history of working with private sector businesses and non-profit organizations to collect, analyze, validate and publish market research studies.

As a Carnegie Doctoral/Research Extensive university located in the Dallas-Fort Worth metropolitan region, UT Arlington offers 92 baccalaureate, 76 masters and 35 doctoral degree programs to more than 25,000 students. Since 2000, total research expenditures have increased 54 percent, and federally supported research has increased 211 percent. During the same time period, enrollment has risen 24 percent, and UT's endowment has grown 29 percent. Externally supported research activities are expected to increase steadily during the next several years.

### MARKET CONNECTIONS, INC.

#### **Fairfax, VA**

Market Connections has been providing critical business insights to clients for 10 years. Their comprehensive market research services enable organizations like yours to make informed, intelligent decisions that drive significant and measurable business improvements.

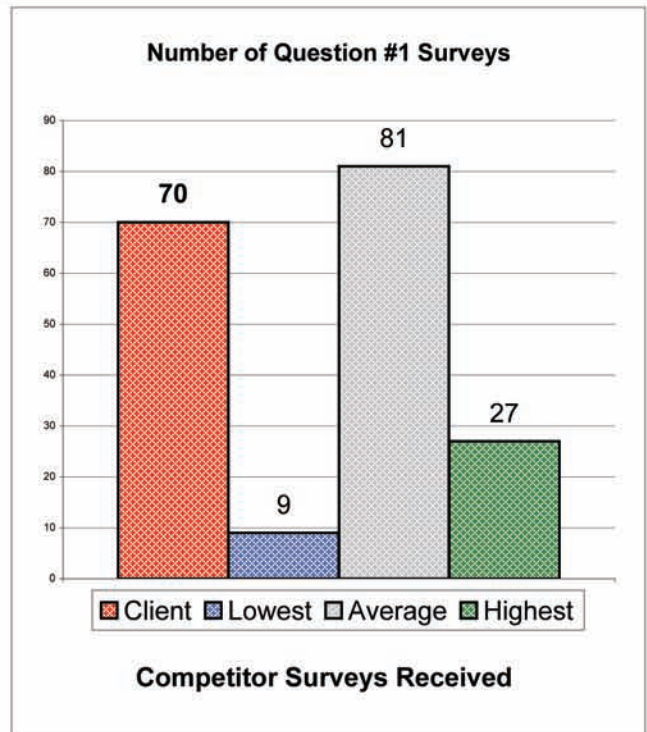
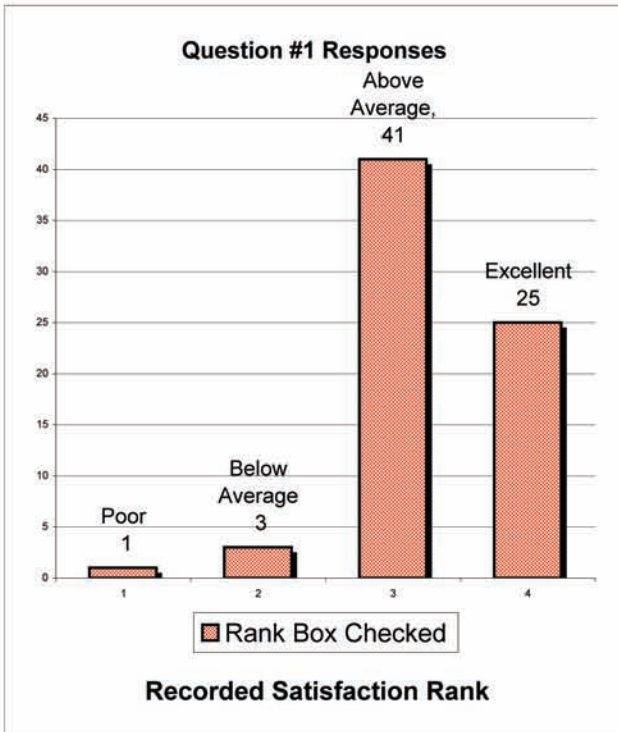
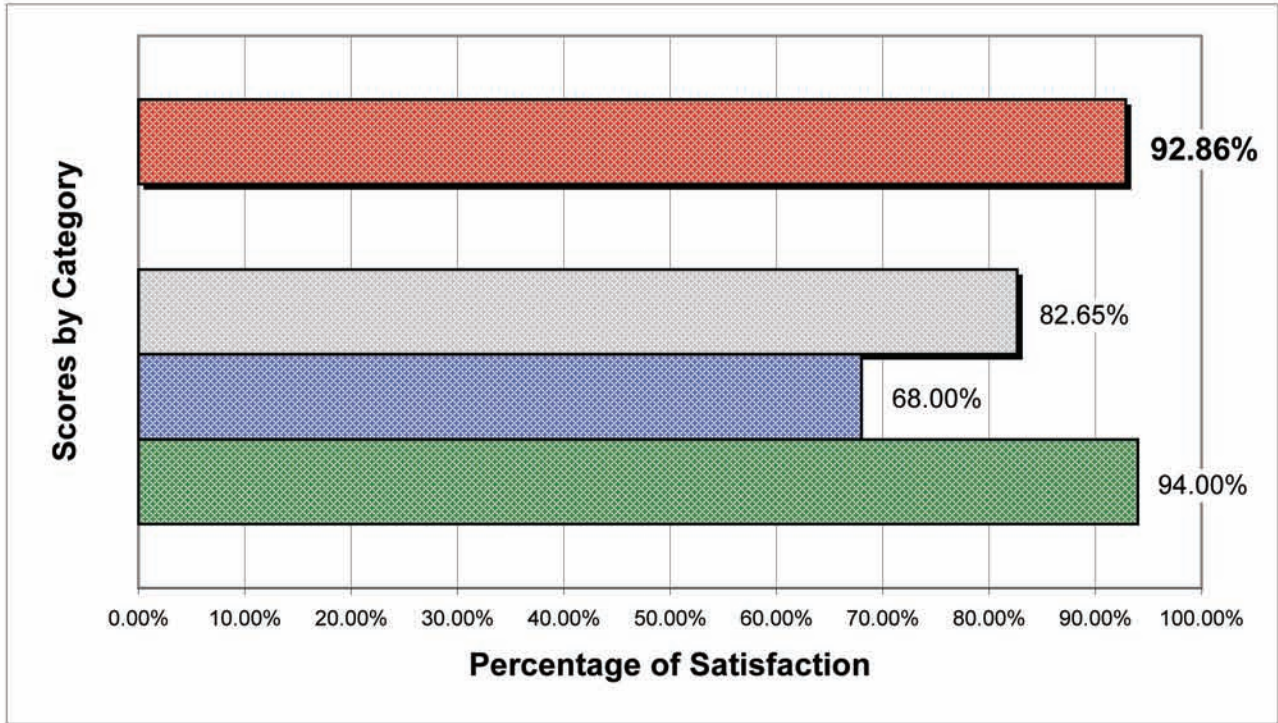
And, their deep domain expertise in numerous markets makes their research programs even more relevant and cost-effective. With a rich and varied portfolio of research experience, they've mastered a holistic approach that proves effective time and time again. Their clients tell them they're highly responsive, accurate, and cost-effective. Those characteristics — combined with the actionable insights they provide — explain why they've continued to earn trust from numerous customers over many years.

### CLICK SURVEY, LLC

#### **Ramona, CA**

After two years of design and development ClickSurvey has launched their new managed survey service. Designing, creating, and assessing the results of a survey can be a daunting task. Even those who have the time, money, and resources find it challenging to justify the investment in research which they need now more than ever. For a company that needs to run a number of surveys over time, this can become very expensive. ClickSurvey Enterprise Edition includes advanced features like Randomization, Progress Bar Display, Input Validation, and Dynamic Branching. In addition, our unique authoring software allows complete IP audit control for six sigma audit control.

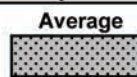
**1 Rate the Overall APPEARANCE of Your Hot Tub?**



**Key:**



**Competitors**



16 participating mfg.



## COMPANY INFORMATION

Manufacturer/Business Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

## CONTACT INFORMATION

Name \_\_\_\_\_ Email \_\_\_\_\_

Direct Telephone Number \_\_\_\_\_

## APPROVAL

I am authorized to submit this application on behalf of the Manufacturer. I understand that my application is subject to audit and verification. All information provided to Spasearch™ and third party auditors is strictly confidential and will not be shared with any party or used for any purpose other than auditing the endorsement application. Further, I agree to be bound by the terms and conditions of the endorsement program including adherence to code of conduct standards.

\_\_\_\_\_  
Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**I have witnessed the applicant's signature in my presence.**

\_\_\_\_\_  
Witness Signature \_\_\_\_\_ Date \_\_\_\_\_

**BILLING INFORMATION**     Spasearch Approved™ Package \$1,750     Spasearch Certified™ Package \$4,995

### Please check payment type:

CHARGE MY CREDIT CARD    Card Type:     Visa     Mastercard     American Express

Card Number: \_\_\_\_\_ Expiration Date (MM/YY) \_\_\_\_\_

INVOICE ME (FEES MUST BE RECEIVED PRIOR TO AUDIT)

All information provided is strictly confidential and will not be shared with any third party or used for any purpose other than auditing the endorsement application.

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## SPASEARCH APPLICATION CHECKLIST

My business is applying for:

- Spasearch Certified™     Spasearch Approved™

- MY BUSINESS IS A REGISTERED BUSINESS IN THE UNITED STATES  
Please provide name of company and tax identification number.

Registered business name: \_\_\_\_\_ Tax identification number: \_\_\_\_\_

- MY BUSINESS IS A MEMBER OF AN INDUSTRY TRADE ORGANIZATION  
Please include a current copy of the company's Association of Pool and Spa Professionals (APSP), U.S. Chamber of Commerce or the National Small Business Association (NSBA) membership certificate or membership number.

Membership Number: \_\_\_\_\_ Select one:     APSP     U.S. Chamber of Commerce     NSBA

- MY BUSINESS OFFERS A PRODUCT WARRANTY  
Submit copy of a warranty agreement verifying minimum warranty on at least 50% hot tubs as follows: 1) seven years on hot tub structure, 2) five years on hot tub surface and 3) three years on all components including heaters, pumps and electronics.

- MY BUSINESS OFFERS UL, ETL OR CSA LISTED PRODUCTS  
Please provide a list of hot tub models and model numbers receiving UL, ETL or CSA certification for compliance.

- MY BUSINESS OFFERS CUSTOMER SUPPORT  
Please provide telephone number, hours and days of operation:

Customer support telephone number \_\_\_\_\_

Days of operation:     Mon     Tue     Wed     Thurs     Fri     Sat     Sun

Hours of operation: \_\_\_\_\_ AM to \_\_\_\_\_ PM (MST)

- MY BUSINESS OFFERS CONTINUING EDUCATION  
Please provide one copy of course handouts, training manual or curriculum used to conduct classroom sales, service and support instruction for dealer network education. Documentation must verify that each participant receives a minimum of eight hours of training during training seminar.

- MY BUSINESS PARTICIPATES IN A CUSTOMER SATISFACTION SURVEY  
Please provide a copy of the customer satisfaction survey used to gather feedback from consumers.  
NOTE: Requirement is waived if manufacturer/distributor is participating in the Spasearch Certified™ program.

**Please check one of the following:**

- MY BUSINESS HAS A DEALER NETWORK  
Please provide an excel file of at least 75 retailers who sell your brand in North America that: 1) have exterior store name signage, 2) display at least four hot tubs in the store and 3) offer one fully functional hot tub that may be used for a wet test.
- MY BUSINESS SELLS DIRECT  
Please provide documentation that states: 1) manufacturer has a minimum of 15 dedicated territory representatives in North America, 2) at the request of the homeowner, sales presentation must be conducted in person, 3) quotations include on-site home inspection and 4) can document expenses greater than \$150,000 have been spent on consumer-direct marketing and advertising in the past 365 days.

All information provided is strictly confidential and will not be shared with any third party or used for any purpose other than auditing the endorsement application.

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## CODE OF CONDUCT

The following are general terms and conditions governing the Spasearch Certified™ and Spasearch Approved™ endorsement program offered by Bigfish Publications.

**1.0 DATA COLLECTION.** Manufacturer agrees to provide to auditors a nationally representative random sample of consumers who purchased Manufacturer's hot tub brands within the last 24-month period. No attempt will be made to isolate, modify or tamper with consumer records based on the purchase of a particular hot tub model from a specific dealer or salesperson, or based on any other characteristic that may alter or influence a valid statistical sample.

**2.0 AUDIT FEES.** Fees for independent audit must be paid in advance by manufacturer prior to beginning formal audit applications.

**3.0 OMISSIONS.** Spasearch™ and auditors are not responsible for errors or omissions in applications provided by the manufacturer.

**4.0 USE OF LOGOS/INSIGNIAS.** Manufacturer may NOT use Spasearch Certified™ or Spasearch Approved™ logos until notified in writing of "PASS" status of the application by third-party auditors or Spasearch™. Manufacturer receiving written approval may use applicable Spasearch Certified™ or Spasearch Approved™ logos on all advertising, collateral, promotional and related materials without restriction, provided:

- 1) Manufacturer only uses graphic files supplied by Spasearch™.
- 2) Other than to resize graphic, logo/insignia is not tampered with or modified in any way.
- 3) Brand is included under logo and is legible.
- 4) Size of logo is greater than .4" in x .4" in (10mm x 10mm)

NOTE: Upon request, Spasearch™ will provide alternative logos/insignias formats with 72 hour notice.

**5.0 ADVERTISING.** Without limitation, Manufacturers passing endorsement screening are authorized to use Spasearch Certified™ or Spasearch Approved™ logos on all consumer and industry advertising, provided content is consistent with the code of conduct. Manufacturers who elect to decline advanced written ad approval per section 5.3 are subject to violation penalties per section 6.0 of this agreement.

**5.1 Unacceptable Copy.** Statements including but not limited to: 1) advertisement content is editorial in appearance, 2) identification of any brand's score received on survey audit or comparisons made to others, 3) display of comparisons or remarks regarding competing products or brands within advertisement ad or copy. Examples include: 1) "X Spas receives 98% on reliability," 2) "X spas picked #1 by Spasearch™" and 3) "X spas beats brand Y."

**5.2 Acceptable Copy.** Examples include: 1) "Highest Overall Customer Satisfaction," 2) "X spas selected as Spasearch Certified™," 3) "X spas wins Spasearch Certified™ three years in a row" and 4) "X wins independent audit."

**5.3 Ad Approvals.** At the request of manufacturer, Spasearch™ will review copy of proposed advertisement including but not limited to print ads, radio spots, television commercials, billboards, Point-of-Purchase (POP) materials, internet banners, pay-per-click ads, etc., displaying the logo for compliance. Please allow 24 hours for review of materials.

**6.0 REPORTING VIOLATIONS.** If Spasearch™ or third-party auditors confirm collected survey information in submitted application indicates inconsistent data samples, bogus mail, telephone or internet surveys, misleading advertising, non-random sampling or other violations the following penalties may come into effect:

First violation

- Retesting of audit, including forfeiture of audit fees.
- Cease & Desist order of objectionable content.
- Up to 1-year suspension from Spasearch™ endorsement program.

Second violation

- 3-year suspension from Spasearch™ endorsement program.

Third violation

- Lifetime band from Spasearch™ endorsement program.

**7.0 ARBITRATION** Manufacturers, auditors and Spasearch™ shall be free to bring all differences of interpretation and disputes arising in connection with this Agreement to the attention of the other at any time without prejudicing their harmonious relationship and operations hereunder, and the good offices and facilities of either party shall be available at all times for the prompt and effective adjustment of any and all such differences, either by mail, telephone or personal meeting under friendly and courteous circumstances. To the extent any differences with respect to or arising out of the terms of this Agreement cannot be resolved between the parties in accordance with the procedures set forth in the previous sentence, either party may deliver a written notice of disagreement ("Notice of Disagreement") to the other specifying with particularity the nature of the disagreement and the facts related thereto. Following delivery of a Notice of Disagreement, the parties shall attempt to resolve any differences that they may have with respect to any matter specified in the Notice of Disagreement within the next 10 days. If the parties fail to reach a written agreement with respect to all such matters within such time, then all such matters as specified in the Notice of Disagreement as to which such written agreement has not been reached (the "Disputed Matters") shall be submitted to and reviewed by an arbitrator (the "Arbitrator"), who shall be appointed in accordance with the Commercial Rules of the American Arbitration Association. The Arbitrator shall act promptly, in no event to exceed 20 days to resolve all Disputed Matters and shall issue a written decision resolving the Disputed Matters applying such reasonable and equitable principles (consistent with this Agreement and applicable law) as he or she deems appropriate. The Arbitrator's decision with respect to all Disputed Matters shall be final and binding upon all parties. The arbitration shall be conducted in Phoenix, Arizona in accordance with the Commercial Rules of the American Arbitration Association. The Arbitrator shall issue a written decision with respect to any disputes relating to any Notice of Disagreement submitted for arbitration. The decision of the Arbitrator shall be final and binding upon the parties and judgment in accordance with such decision may be entered in any court of competent jurisdiction.

**8.0 ENFORCEMENT COSTS.** The successful or prevailing party (if any) shall be entitled to recover reasonable attorney's fees and court costs incurred in that action or proceeding.

Your Opinion Counts!



Dear Hot Tub or Swim Spa Owner,

We need your opinion.

### Spasearch™ Customer Satisfaction Program

Each year, Spasearch.org recognizes a select number of hot tub manufacturers that consistently provide a superior buying experience for new hot tub owners. Purchasing a hot tub or exercise pool from a Spasearch-endorsed company means the homeowner has selected one of the most reputable spa brands-based on audited customer satisfaction results. Your feedback regarding service and customer satisfaction is invaluable and will contribute directly to future endorsements we award. Without your expert input, we can't possibly make reliable independent recommendations to other qualified hot tub buyers.

### Fair, Accurate & Independent Results

To maintain complete impartiality, our publisher, editors and writers do not invest or maintain any personal financial stake in any firm whose product or service is reviewed in Spasearch™. Instead, Spasearch™ employs a third party accounting firm to audit customer satisfaction surveys submitted by homeowners who purchase and install hot tubs in the United States

Sincerely,

David Wood  
Editor-in-chief, Spasearch™ magazine.

Two ways to voice your opinion:

## VISIT WEBSITE

Log on to [SPASURVEY.COM](http://SPASURVEY.COM) to vote  
Enter keycode: 30038221

## TOLL FREE TELEPHONE

Call [1-888-SPA-AUDIT](tel:1-888-SPA-AUDIT) to vote  
Enter keycode: 30038221



**Spa**search  
Customer Satisfaction Program

14300 N. Northsight Blvd. #127  
Scottsdale, AZ 85260-3640

Your Vote Counts!  
Learn more inside.

John Doe  
123 Main Street Lane  
Anytown, State, 12345-6789  
United States

CONTROL ID:  
200-383292-03



PRSR STD  
U.S. POSTAGE  
PAID  
SCOTTSDALE, AZ  
PERMIT No. 9767  
ZIP CODE 85260

Purchasing  
a hot tub  
or exercise pool from  
a Spasearch-endorsed  
company means  
the homeowner  
has selected  
one of the most  
reputable businesses  
in the United States  
based on  
audited customer  
satisfaction results.



-Confidential Document-



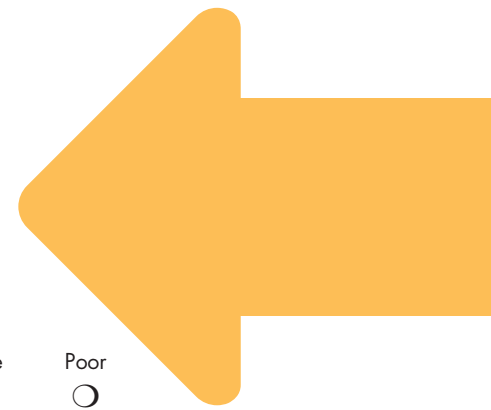
**SURVEY**

Date of hot tub purchase:  
 Jan.  Feb.  March  April  May  June  
 July  Aug.  Sept.  Oct.  Nov.  Dec.

Please rate the following:

	Excellent	Above Average	Below Average	Poor
Overall SATISFACTION of purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
APPEARANCE of your hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QUALITY of your hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RELIABILITY of your hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EASE OF USE of your hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VALUE of your hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product KNOWLEDGE of local dealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PROFESSIONALISM of salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
INSTALLATION and DELIVERY services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you RECOMMEND this brand to a friend?	Absolutely <input type="radio"/>	Probably Would <input type="radio"/>	Probably Not <input type="radio"/>	Never <input type="radio"/>

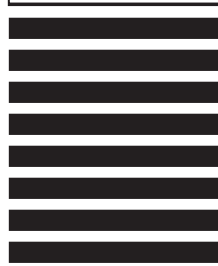
Additional Comments \_\_\_\_\_  
\_\_\_\_\_



CONTROL ID:  
200-383292-03



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 2179 FAIRFAX, VA

POSTAGE WILL BE PAID BY ADDRESSEE

**Spasearch**  
Customer Satisfaction Program

C/O Market Connections, Inc.  
13135 Lee Jackson Memorial Hwy Suite 380  
Fairfax, VA 22033



-Confidential Document-



**Spasearch™ Customer Satisfaction Program**

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**Fair, Accurate & Independent Results**

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**About Spasearch™**

Simply stated, Spasearch.org is an organization dedicated to consumers evaluating the merits of hot tub, exercise spa and swimming pool ownership. To support this cause, we have developed a collection of magazines, web sites and bulletin boards focused exclusively on educating consumers about the fascinating pool and spa industry.



# Your Vote Counts!

Dear Hot Tub or Swim Spa Owner,

We need your opinion.

You've recognized the benefits of hot water immersion, and in purchasing a home spa you have taken the plunge into a lifestyle that supports your recovery, rest and relaxation needs. Now, we at Spasearch™ must ask for your help as we guide others towards purchasing the right spa for them.

Your feedback regarding service and customer satisfaction is invaluable and will contribute directly to the endorsements we award. Without your expert input, we can't possibly make reliable independent recommendations to other qualified hot tub buyers.

The survey takes only a few minutes, but the benefits for a customer who takes home a Spasearch Certified™ or Spasearch Approved™ home spa will last a lifetime. We greatly appreciate your participation.

Sincerely,

David Wood  
Editor-in-chief, Spasearch™ magazine