



For Immediate Release

Chandler, Arizona – June 29, 2007

MAAX Spas Develops Industry Leading Water Purity System

MAAX Spas is continuously looking for ways to create progressive advancements in the spa industry. Whether that be thru improvements in the spa's function, structure, components, or water quality we continue to strive to be leaders in the industry.

With that vision in mind MAAX Spas research team developed a revolutionary product to purify spa water: the Clean Zone II UV Light Sanitizer. The Clean Zone II system combines the power of UVC light and Ozone, the same technology utilized in many communities around the world to purify drinking water. With Clean Zone II an ultraviolet lamp emits a germicidal (UVC) ray, which alters or disrupts the DNA or RNA of targeted organisms. By properly using an in-line Ultraviolet system, the targeted organisms can be instantly eradicated effectively without any harmful residuals. UV (UVC) rays are powerful, instantly killing 99.9% of microorganisms, bacteria, viruses and parasites. Clean Zone II is the perfect blend of hygiene, purity and technology.

With the summer months upon us, most people don't stop to think about what's lurking in their spas water. We want to relax and wind down, not worry about adding complicated combinations of chemicals to clean our spa water. However we should beware: cases of recreational water illnesses (RWI's) have spiked in recent years, according to statistics from the Centers for Disease Control and Prevention in Atlanta. The CDC, which is the only organization that tracks RWI's, keeps statistics in two-year cycles.

The consequences of RWI's are very real. As symptoms are sometimes minor, stomach cramps to certain types of rashes, they may be overlooked. Many people don't even know they have contracted a recreation water illness and it never gets reported. However, more severe RWI's are a serious risk, and require powerful medications to eliminate their invasive properties. The Clean Zone II promotional poster shown illustrates some of the parasites that can be found in a spas water without a proper cleaning system, and has been an extremely persuasive tool to promote the Clean Zone II option.

The Centers for Disease Control and Prevention in Atlanta and Aquatics experts worldwide are recognizing that the safest way to protect against recreational water illnesses is to incorporate multiple levels of disinfection. This approach to water treatment is called "layering" and consists of using a chemical sanitizer in conjunction with a UV sanitizer.

The idea is to let UV take over most of the sanitizing job, thereby reducing the amount of chlorine or bromine needed in the spa. The primary payoffs for consumers are twofold: relatively chemical-free water and simplified, less expensive water maintenance. Chlorine alone doesn't remove pesticide or many other chemicals. A major reason for an increase in RWI reports is the detection of diseases that are resistant to chlorine.



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Too much or too little of the chemical in swimming pools and spas can cause water quality to suffer. This contributes to numerous water-borne illnesses, ranging from minor dermatitis (skin rashes) to E. Coli and cryptosporidium (crypto), a particularly chlorine-resistant parasite that causes diarrhea and stomach cramps, as well as fever and nausea.

Since June 2007 consumers have had the option to add the Clean Zone II UV Light Sanitizer to their Coleman Spas C Series hot tub (excluding 351). Not only will the Clean Zone II UV light sanitizer increase the safety of our consumer's water, but it will also be a key component setting us apart from competitors who do not have this technology available.



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