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For More Information Contact:

Steven L. Ortega
Executive Vice President and Chief Financial Officer
Leslie's Poolmart, Inc.
(602) 366-3812

Leslie's Swimming Pool Supplies Acquires Central Texas Chain

PHOENIX, ARIZONA, September 14, 2010 - Leslie's Poolmart, Inc., the nation's leading retailer of swimming pool supplies and related products is excited to announce the acquisition of seven retail stores in the heart of Texas. Six of the stores are located in Austin, TX, and one store is in Temple, TX. These seven stores, which formerly operated under the Solutions by Self Chem brand, became part of the Leslie's team on September 12, 2010.

Solutions by Self Chem has been serving customers in Austin since 1986. For nearly 25 years, they have provided great value for pool and home owners. When founders and owners Victor C. Yin and Martin C. Yin decided to pursue other interests, they wanted to find a company whose expertise and values would continue what they had started. They found that partner in Leslie's.

"Leslie's is proud and excited to have these stores join our team," said Larry Hayward, Leslie's Chairman and CEO. "The acquisition of these seven stores gives Leslie's customers even more convenient choices when shopping for pool and spa supplies and strengthens our company's position in Austin. The Leslie's name is one of the most trusted brands in pool and spa supplies and now we are positioned to better serve pool owners in these important markets."

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"I was very excited to reach an agreement with Leslie's to acquire these seven stores," said Victor Yin. "I know, through years of competition, that they, too, are committed to quality, value, and outstanding customer service. Leslie's is an organization with a terrific record of growth because they do things right. As I leave the company, I do so knowing that Leslie's is going to take care of our customers and employees."

Hayward added "Customers who have previously shopped at Solutions by Self Chem stores will find the same friendly faces in place as these stores join the Leslie's family. Customers can also count on the same great prices, expertise, and superior customer service that they have come to expect. Now, as part of Leslie's nationwide chain, these stores will offer even more services and products to better meet the needs of pool and spa owners in central Texas."

With the addition of these seven stores, Leslie's will now have 15 stores serving the Austin and Temple markets.

Founded in 1963, Leslie's Poolmart, Inc. is the country's leading specialty retailer of swimming pool supplies and related products. The Company currently markets its products through 652 retail stores in 35 states; a nationwide mail-order catalog; and Internet e-commerce site, www.lesliespool.com.