

VIKING POOLS

Friday, October 22, 2010



Viking Pools LLC Acquires Blue Hawaiian Fiberglass Pools

Viking Pools LLC is pleased to announce that we have acquired **Blue Hawaiian Fiberglass Pools**, a fiberglass manufacturer based in North Carolina and Florida. It is our intention to keep the Blue Hawaiian brand intact and to continue to provide their dealers with superior products and excellent customer service. We will relocate their Largo, Florida facility to our state-of-the-art Zephyrhills facility that is 50 miles away. We plan to continue to produce Blue Hawaiian pools from the Rocky Mount, North Carolina facility with the intention of relocating production to our Rockingham, North Carolina facility over the next few months.

Roger Erdelac, former owner of Blue Hawaiian Fiberglass Pools states that, "I am pleased to be able to ensure that Blue Hawaiian's loyal customers will have ongoing access to their current product line. Blue Hawaiian dealers will benefit from Viking's size, strength, and experience like their current dealers already experience."

Tom Straub, VP of Sales Marketing for Viking said that "Blue Hawaiian has been a strong proponent of fiberglass swimming pool development. They have many quality builders throughout the United States and because of their locations, will complement our existing dealer base without interruption. This allows our brand strategies to continue to perform well."

Everyone at Viking Pools would like to welcome Blue Hawaiian Fiberglass Pools as the newest member of our family. You can learn more about Viking Pools at www.vikingpools.net and you can explore Blue Hawaiian at www.bluehawaiianfiberglasspools.com.

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