



Media Release

For Immediate Release



Hayley Lewis makes a splash with the new Zodiac Ei Salt water chlorine generator

Australian swimming legend and Olympic champion Hayley Lewis has always been around water. It's no wonder then that she put her name behind a new innovation designed to make pool water cleaner, safer and easier to maintain.

Patent designed and made in Australia, the Ei is the cost effective solution to creating soft and gentle pool water which is not only preferable to swim in, but is also a safe alternative for adults and children with sensitivities to chemical chlorine.

"Not surprisingly, I have had a long association with swimming pools- most recently through my own swimming schools." Hayley comments.

" I always look to endorse products I not only use but also believe in. Over the years I have known Zodiac equipment to be products that work efficiently for the pool, are made to the highest quality standards and provide the very best for children and their families.

The whole team at Zodiac are a pleasure to deal with and I am happy to endorse the fantastic new Ei salt-water chlorinator. It's an easy to use chlorinator that is simple to install and efficiently provides safe and clean salt-water chlorination to any home pool. Zodiac is a great pool partner for me, my swim schools and every Australian pool owner..." Hayley adds.

.../2

For further media Information please contact:

Kathee Gunn OR Beth Pawlik at 360 Degrees Focus Tel: + 61 3 9509 0800, Fax: 03 9509 0860,
Email: Kathee@360focus.com.au / beth@360focus.com.au



Putting the 'E' into easy, the Ei Salt Water Chlorine Generator offers a practical DIY solution allowing you to enjoy the benefits of salt-water chlorine in around 15 to 20 minutes.

What's more, using an Ei Salt Water Chlorine Generator creates its own chlorine, eliminating the need to constantly purchase pool chlorine that can easily expire over time. Your pool will automatically be clean and clear. And because the Ei uses less salt than found in a teardrop, you can say goodbye to skin irritations and unpleasant chlorine smells!

For maximum enjoyment and minimum maintenance, you can't go past the Ei Salt Water Chlorine Generator to take out the hassle of maintaining your pool. Because the Ei safely creates chlorine through reverse polarity technology, it not only cleans your pool, but is also self cleaning!

The Ei Salt Water Chlorine Generator is ideal to use in all types of family pools, and with prices starting at less than \$950 RRP it is a cost effective solution creating a salt-water pool the whole family can enjoy.

Take a lap out of Hayley's pool and feel the difference a Zodiac Ei Salt Water Chlorine Generator can make.

For further information, please contact Zodiac on 1800 688 552 or visit www.Zodiac.com.au to find your nearest Zodiac dealer.

For further media Information please contact:

Kathee Gunn OR Beth Pawlik at 360 Degrees Focus Tel: + 61 3 9509 0800, Fax: 03 9509 0860,
Email: Kathee@360focus.com.au / beth@360focus.com.au