



Media Release

For Immediate Release



Zodiac Goes Cross Country

From Bunbury to Brisbane, Mildura to Melbourne, the 2009 Opportunity Knocks Zodiac trade events hit the road for a cross country tour of rock star proportions.

A departure from their previous event format, the 2009 event was Zodiac's biggest yet. Starting in sunny Cairns on 7 July, and finishing in gorgeous Brisbane on 24 July, the tour spanned 19,000 kilometres with three teams hosting 30 events, and was attended by over 1,500 guests.

Jade Walters, Zodiac Marketing Communications Manager, comments:

'We gained feedback from previous trade events and found that people most enjoyed the opportunity to speak with our staff and interact with our product one on one. So this year we decided to take a more casual approach. The Zodiac regional events allow our customers to experience individual product stands in a relaxed environment. They can have a drink, meet our staff and discuss what is important to them face to face.'

This year attendees were able to see firsthand the latest Zodiac products and discuss any technical questions they might have had. Popular new products exhibited included the new Polaris 3900 Sport and the FloPro Pump.

The highlight of the trade event for many guests was the release of the new Zodiac Ei salt water chlorinator. Easy to install and even easier to use, the Ei is the cost effective DIY solution to creating soft and gentle pool water, and is designed and manufactured right here in Australia.

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Those who attended the Sydney and Brisbane events also enjoyed meeting special guest speaker, Olympic swimming legend and Zodiac customer, Hayley Lewis, who signed autographs and chatted with guests about her Queensland Swim School and the importance of maintaining pool care. Every attendee was also entered into a draw to win the ultimate prize, a Zodiac Cadet Inflatable Boat. The prize was taken out by the team at Bostock Pools in Unanderra, NSW.

With such positive feedback from those who attended in 2009, will Zodiac be taking the show on the road next year?

'Without a doubt! Zodiac will be hitting the road again in 2010 and developing this successful concept even further. Stay tuned for bigger and better events and most importantly, we aim to make these trade shows as beneficial for our customers as possible. We look forward to next year and bringing even more exciting new Zodiac products to the market.'

For more information on the 2009 Opportunity Knocks events or the latest range of Zodiac products, please contact Zodiac on 1800 688 552 or visit www.zodiac.com.au to find your nearest Zodiac dealer.

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