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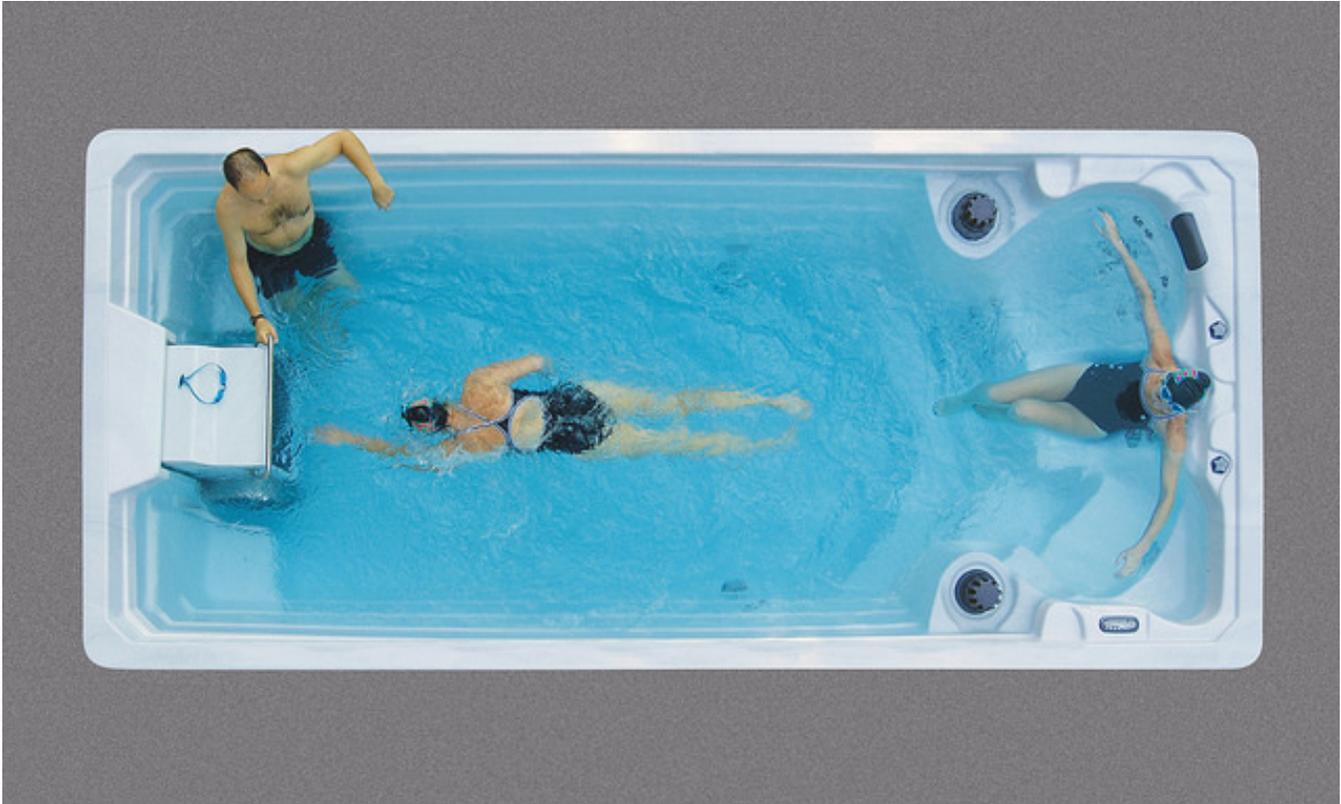


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Endless Pools and U.S. Masters Swimming Team Up

Shared mission to improve fitness through swimming drives multi-year agreement



Aston, Pa., and Sarasota, Fla., February 1, 2016 — After more than a decade of support, Endless Pools®, the leading manufacturer of swim-in-place technology, has renewed its commitment to U.S. Masters Swimming with a multi-year agreement aimed at advancing the shared goals of the two organizations.

“USMS encourages adult swimming and, by extension, keeps the sport alive for future generations,” notes James Murdock, Endless Pools founder and the inventor of the company’s signature swimming machine. “With some exciting new opportunities on the horizon for Endless Pools, there is no better time for us to team up with USMS to advance our shared mission of promoting health, wellness, fitness, and competition through aquatic activity.”

Endless Pools’ unique product fits this shared mission. “We’re excited to partner with an innovative company that has a passion for the entire adult swimming market,” says Kyle Deery, Marketing Director for USMS. “Endless Pools can be used by our diverse membership, including coaches, adults learning to swim for the first time, fitness swimmers, and competitive athletes. We welcome Endless Pools back to the U.S. Masters Swimming family.”

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For 2016, USMS benefits include an exclusive discount on any Endless Pools swimming machine, spa, or therapy pool.

With more than 20,000 installations worldwide, Endless Pools helps people of all ages and abilities, from octogenarians to Olympians, to conveniently swim, exercise, rehabilitate, and have fun. Open water swimmers rely on Endless Pools swimming machines for temperature-controlled endurance training; pool swimmers praise the unparalleled coaching and stroke-training opportunities; and everyone appreciates the at-home convenience.

About Endless Pools

Established in 1988, Endless Pools has installed over 20,000 models in more than 100 countries. The company's signature swimming machines offer compact convenience for indoor or outdoor use. Distinguished by the adjustable, laminar Endless Pools current for in-place swimming, its product line features easy, environmentally friendly maintenance; models can be customized for virtually any need, from physical therapy to long-distance triathlon training. Endless Pools was acquired in 2015 by Watkins Manufacturing, a wholly owned subsidiary of the Fortune 500 company Masco Corporation (MAS). For more visit www.endlesspools.com

About U.S. Masters Swimming

U.S. Masters Swimming is a nonprofit national governing body that promotes health, wellness, fitness, and competition for adults through swimming. USMS has more than 1,500 adult swim programs across the country and promotes information via the bimonthly member magazine, *SWIMMER*, monthly eNewsletters, *STREAMLINES*, and website, usms.org. USMS sanctions and promotes pool, open water, and virtual events and competitions. Nearly 65,000 adults are registered members of U.S. Masters Swimming.

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