

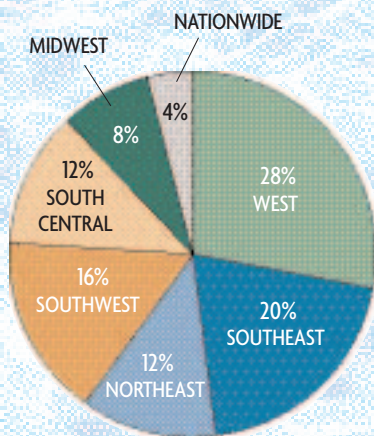
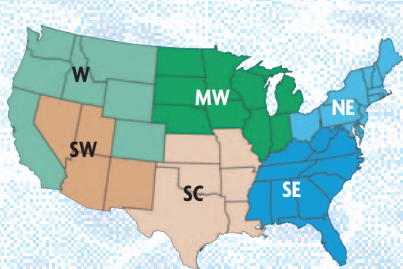
The Power 50

Pool & Spa News' fourth annual ranking of the nation's top 50 builders

TOP BUILDERS*			2004 RESIDENTIAL CONSTRUCTION				2004 TOTAL GROSS REVENUE	GROWTH FROM 2003	2004 RETAIL REVENUE	AREA SERVED	CEO NAME	
2004 RANKING	COMPANY	TOTAL CONSTRUCTION REVENUE	NEW CONSTRUCTION REVENUE	RENOVATION REVENUE	NUMBER OF POOLS BUILT	AVERAGE POOL PRICE						
1	Blue Haven Pools & Spas	1	\$254,500,000	\$251,000,000	\$3,500,000	7,580	\$33,150	\$256,500,000	16%	\$0	Nationwide	Ron Zaberer
2	Anthony & Sylvan Pools Corp.	2	\$205,000,000	\$194,000,000	\$11,000,000	4,500	\$43,111	\$211,000,000	17%	\$6,000,000	Nationwide	Stuart Neidus
3	California Pools & Spas	6	\$175,762,000	\$166,827,000	\$8,935,000	3,818	\$44,333	\$194,262,000	23%	\$0	Los Angeles/Phoenix/Palm Springs	Ryder Steimle
4	Paddock Pool Construction Co.	3	\$103,000,000	\$98,000,000	\$5,000,000	2,400	\$28,000	\$149,000,000	18%	\$40,000,000	Phoenix/Las Vegas	Lewis "Buzz" Ghiz
5	Shasta Industries	4	\$100,600,000	\$92,600,000	\$8,000,000	3,040	\$29,500	\$114,200,000	20%	\$4,500,000	Phoenix	Ed "Skip" Ast
6	Swan Pools	5	\$70,200,000	\$70,200,000	\$0	1,687	\$42,000	\$71,200,000	17%	\$0	San Jose, Calif.	Vernon Vennes
7	Premier Pools & Spas Inc.	8	\$61,813,356	\$61,813,356	\$0	1,532	\$41,000	\$62,813,356	40%	\$1,000,000	multiple (Ariz./Calif./Nev.)	Paul Porter
8	Aqua Pool & Spa Inc.	12	\$47,000,000	\$47,000,000	\$0	1,253	\$40,000	\$50,000,000	43%	\$0	Modesto/Stockton, Calif.	Richard Townsend
9	Pacific Pools and Spas	10	\$41,000,000	\$41,000,000	\$0	1,494	\$27,500	\$41,000,000	45%	\$0	Phoenix/Tucson/Las Vegas	Sam Lewis
10	Mission Pools	9	\$34,900,000	\$32,100,000	\$2,800,000	708	\$58,000	\$53,500,000	6%	\$0	multiple (Southern Calif.)	G. Bruce Dunn
11	Presidential Pools and Spas	14	\$33,500,000	\$33,500,000	\$0	1,259	\$26,608	\$33,500,000	31%	\$0	Phoenix	Tim Murphy
12	The Pool People Inc.	11	\$28,400,000	\$28,400,000	\$0	1,330	\$20,567	\$28,400,000	4%	\$0	West Palm Beach, Fla.	Edward C. Mead
13	Riverbend Sandler Pools	13	\$28,200,000	\$26,100,000	\$2,100,000	705	\$37,000	\$33,900,000	8%	\$900,000	Dallas/Fort Worth	Charles Barnes
14	Platinum Pools	17	\$20,893,596	\$20,893,596	\$0	606	\$34,477	\$21,893,596	17%	\$1,000,000	Houston	Scott Waldo
15	Patio Pools & Spas	16	\$18,800,000	\$16,900,000	\$1,900,000	571	\$33,000	\$30,500,000	8%	\$7,700,000	Tucson, Ariz.	Mark Ragel
16	Elite-Weiler Pools Inc.	33	\$18,600,000	\$18,600,000	\$0	564	\$34,126	\$21,900,000	126%	\$0	Sarasota, Fla.	John Kennedy
17	Barrington Pools Inc.	15	\$17,900,000	\$16,500,000	\$1,400,000	181	\$88,000	\$21,500,000	2%	\$1,600,000	Chicago	Dale Overson
18	Hallmark Pools & Spas	29	\$16,050,000	\$15,250,000	\$800,000	296	\$51,520	\$17,850,000	37%	\$1,800,000	San Diego	Aaron Temme
19	Champagne Aquatech Pools	21	\$16,001,000	\$16,001,000	\$0	453	\$36,772	\$16,658,000	9%	N/A	Orlando, Fla.	Michael Manley
20	Geremia Pools Inc.	18	\$15,500,000	\$14,500,000	\$1,000,000	250	\$59,000	\$16,500,000	10%	\$0	Sacramento, Calif.	Mike Geremia
21	Maryland Pools	25	\$15,100,000	\$15,100,000	\$0	430	\$35,200	\$15,100,000	5%	\$0	Baltimore/D.C.	Robert Landon
22	Holland Pools & Spas Inc.	—	\$14,800,000	\$14,800,000	\$0	538	\$30,000	\$15,000,000	18%	\$0	Orlando, Fla.	E. Michael Holland
23	Mission Valley Pools & Spas Inc.	26	\$14,708,000	\$14,023,000	\$685,000	328	\$53,500	\$15,867,000	12%	\$174,000	San Diego	Bob Cunningham
24	Carlton Pools Inc.	20	\$14,700,000	\$14,000,000	\$700,000	350	\$40,000	\$20,000,000	5%	\$1,600,000	Philadelphia	Joe Solana Jr.
25	Pulliam Aquatech Pools	24	\$14,126,970	\$14,126,970	\$0	444	\$32,422	\$17,905,731	4%	\$3,778,731	Fort Worth, Texas	Barry Pulliam
26	Erickson Custom Pools & Spas Inc.	27	\$13,700,000	\$13,600,000	\$100,000	580	\$23,500	\$14,700,000	11%	\$550,000	Orlando, Fla.	Nils Erickson
27	Robertson Pools Inc.	22	\$13,300,000	\$12,300,000	\$1,000,000	300	\$40,377	\$16,200,000	7%	\$985,000	Dallas/Fort Worth	Ron Robertson
28	Build Your Own Pool Inc.	28	\$13,000,000	\$13,000,000	\$0	402	\$33,000	\$13,200,000	19%	\$0	Phoenix	Rex Richard
29	Seasonal World	—	\$12,852,510	\$12,852,510	\$0	312	\$40,290	\$19,852,510	14%	\$7,000,000	New Jersey	Tony Schiavone Jr.
30	Pacific Sun Pool 'N Spa Aquatech	35	\$11,670,000	\$11,575,000	\$95,000	204	\$49,241	\$11,670,000	24%	\$0	San Diego	Rob Ault
31	Essig Pools Inc.	32	\$11,606,000	\$10,024,000	\$1,582,000	275	\$37,000	\$13,046,000	10%	\$0	Miami	Dan Essig
32	Cody Pools	37	\$11,317,694	\$11,198,232	\$119,462	269	\$41,641	\$11,563,694	42%	\$0	Austin, Texas	Mike Church
33	Lifetime Pools Inc.	36	\$10,003,128	\$8,253,354	\$1,749,774	135	\$61,135	\$11,499,058	26%	\$75,886	San Francisco Bay Area	Raymond Whitford
34	Rondo Pools and Spas Inc.	30	\$10,000,000	\$10,000,000	\$0	385	\$31,000	\$12,000,000	9%	\$0	Phoenix	Steven Rondeau
35	Aquarius Pools	—	\$9,705,089	\$9,705,089	\$0	244	\$39,775	\$9,705,089	35%	\$0	Sacramento, Calif.	Greg Wolfe
36	Aegean Pools Inc.	—	\$9,200,000	\$8,300,000	\$900,000	273	\$30,000	\$10,100,000	23%	\$900,000	Norfolk/Virginia Beach, Va.	Michael Shammas
37	Midwest Fiberglass Pool Dist.	34	\$8,910,000	\$8,910,000	\$0	245	\$36,367	\$9,300,000	-7%	\$390,000	Detroit	Gregory Hoover
38	Pools of Fun Inc.	31	\$8,546,417	\$8,476,975	\$69,442	242	\$37,700	\$13,100,000	-8%	\$2,529,773	Indianapolis	Bruce Holmes
39	Concord Pools Ltd.	—	\$8,384,000	\$6,759,000	\$1,625,000	278	\$26,000	\$11,932,000	25%	\$2,386,400	Albany, N.Y.	Michael A. Giovanone
40	Curcie Pools Inc.	40	\$8,200,000	\$7,300,000	\$900,000	80	\$86,000	\$8,200,000	12%	\$0	Orange County, Calif.	Steve Curcie
41	Master Pools by Paul Haney Inc.	41	\$8,180,000	\$8,000,000	\$180,000	250	\$32,000	\$8,730,000	46%	\$550,000	Los Angeles	Bill Clark
42	Tampa Bay Pools	—	\$7,300,000	\$7,300,000	\$0	256	\$28,515	\$7,300,000	14%	\$0	Tampa, Fla.	Kenneth J. McKenna
43	Wildwood Aquatech Pools Inc.	43	\$7,074,655	\$6,934,181	\$140,474	178	\$41,500	\$9,212,084	6%	\$435,903	Fresno, Calif.	Jeff Kearns
44	J. Tortorella Swimming Pools Inc.	48	\$7,020,000	\$5,405,000	\$1,615,000	47	\$115,000	\$11,000,000	21%	\$440,000	New York	John Tortorella
45	Performance Pool & Spa Inc.	42	\$7,000,000	\$5,000,000	\$2,000,000	162	\$36,000	\$11,000,000	10%	\$2,000,000	Minneapolis/St. Paul	Mike Pearson
46	Pools by Murphy & Sons Inc.	—	\$6,980,000	\$6,700,000	\$280,000	181	\$37,406	\$7,300,000	14%	\$0	Hartford, Conn.	Joe Murphy
47	Burton Pools & Spas Inc.	—	\$6,950,000	\$6,900,000	\$50,000	225	\$32,000	\$13,600,000	6%	\$6,320,000	Fort Smith, Ark.	David Burton
48	Paradise Aquatech Pools Inc.	47	\$6,800,000	\$6,400,000	\$400,000	150	\$42,000	\$6,900,000	15%	\$0	Fresno, Calif.	John Sweeney
49	Year Round Pool Co. Inc.	39	\$6,750,000	\$6,000,000	\$750,000	140	\$50,000	\$13,000,000	0%	\$1,200,000	Savannah, Ga.	Frank Fotia III
50	Pools by John Clarkson	—	\$6,320,000	\$6,090,000	\$230,000	123	\$50,000	\$7,400,000	33%	\$0	Jacksonville, Fla.	John Clarkson

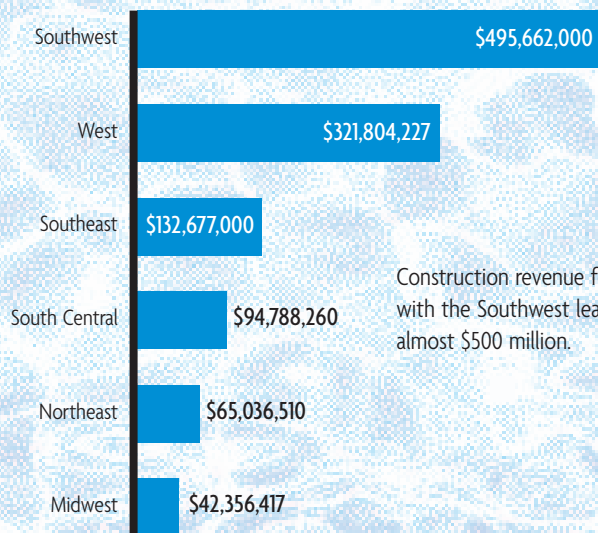
*All figures were provided by the featured companies.

Regional Representation



The West showed the most representation, with 14 companies.

Total Construction Revenue by Region

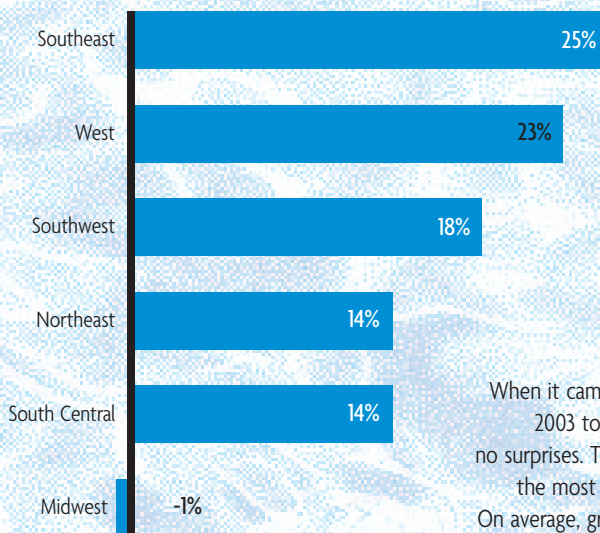


Construction revenue fell in line, with the Southwest leading at almost \$500 million.

Top 10 Fastest-Growing Companies

	2004	2003	Percentage of Growth
1. Elite-Weiler Pools Inc.	\$21,900,000	\$9,700,000	126%
2. Master Pools by Paul Haney Inc.	\$8,730,000	\$6,000,000	46%
3. Pacific Pools and Spas	\$41,000,000	\$28,300,000	45%
4. Aqua Pool & Spa Inc.	\$50,000,000	\$35,000,000	43%
5. Cody Pools	\$11,563,694	\$8,119,982	42%
6. Premier Pools & Spas Inc.	\$62,813,356	\$45,000,000	40%
7. Hallmark Pools & Spas	\$17,850,000	\$13,000,000	37%
8. Aquarius Pools	\$9,705,089	\$7,197,992	35%
9. Pools by John Clarkson	\$7,400,000	\$5,550,000	33%
10. Residential Pools and Spas	\$33,500,000	\$25,500,000	31%

Growth by Region

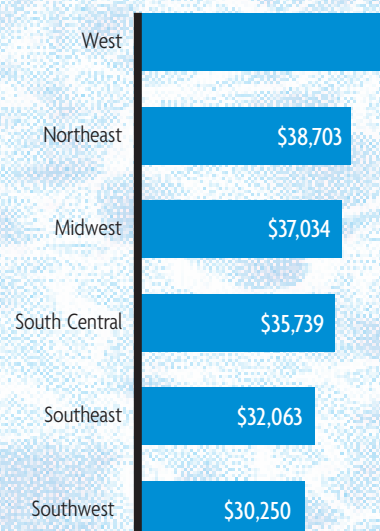


When it came to growth from 2003 to 2004, there were no surprises. The Southeast saw the most growth with 25%. On average, groups hailing from the weakest pool markets in the country, such as the Midwest, experienced a 1-percent decrease from 2003.

Top 10 by Volume

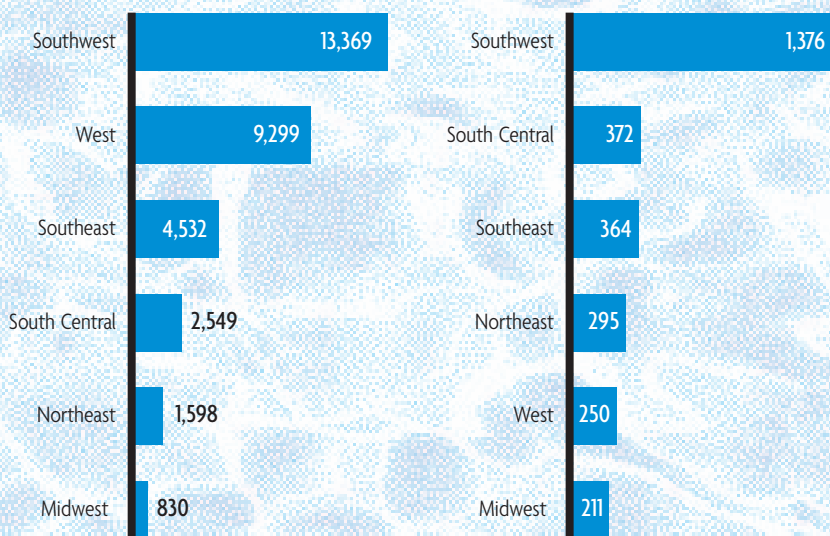
	Overall Rank	Number of Pools Built	2004 Income
1. Blue Haven Pools & Spas	1	7,580	\$256,500,000
2. Anthony & Sylvan Pools Corp.	2	4,500	\$211,000,000
3. California Pools & Spas	3	3,818	\$194,262,000
4. Shasta Industries	5	3,040	\$114,200,000
5. Paddock Pool Construction Co.	4	2,400	\$149,000,000
6. Swan Pools	6	1,687	\$71,200,000
7. Premier Pools & Spas Inc.	7	1,532	\$62,813,356
8. Pacific Pools and Spas	9	1,494	\$41,000,000
9. The Pool People Inc.	12	1,330	\$28,400,000
10. Presidential Pools and Spas	11	1,259	\$33,500,000

Median Pool Price



Total Pools Built by Region

Average Pools Per Builder (median)



There's little doubt that the Southwest is the volume leader in the country. On average, the Southwestern builders installed 1,376 vessels. Out of the eight Southwestern companies that made it to the Top 50 Builders list, five built more than 1,000 pools in 2004: Shasta Industries (No. 5), Paddock Pool Construction Co. (No. 4), Pacific Pools and Spas (No. 9), Presidential Pools and Spas (No. 11) and California Pools & Spas (No. 3), which also builds in the West.

Ranking regions by average pool price definitely mixed up the order. The most volume-oriented and competitive region — the Southwest — fell to the bottom. Another price-competitive region — the Southeast — recorded the second lowest numbers. Conversely, top 50 builders from the West sold the most expensive pools. Cold-weather regions the Northeast and Midwest ranked second and third.