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ASP Recognized as a Top 500 Franchise Company by Entrepreneur Magazine
Nation's largest pool and spa franchise enters Entrepreneur's Top 500 Franchise List in 2011

Macon, GA – Despite the rough economic climate and the treacherous home improvement market, ASP-America's Swimming Pool Company was recently ranked #459 on Entrepreneur Magazine's Top 500 Franchise Opportunities list in 2011. Launched as a franchise in 2005 before the full force of the economic recession took hold, America's Swimming Pool Company now has 56 territories operating in over 100 cities and continues to be recognized as the nation's leading pool and spa maintenance franchise.

"Being recognized as a Top 500 franchising company is an award that highlights the success and growth that we have experienced over the past 5 years," said Stewart Vernon, CEO and founder of ASP. "We have followed this specific award since we began franchising in 2005 and are ecstatic that we have been honored by Entrepreneur Magazine."

Entrepreneur has conducted the Franchise 500 survey for 32 years. To determine rankings, each company is evaluated on its financial strength and stability, growth rate, size of system, years in business and franchising and percentage of unit closings.

"We feel this award is a testament to the solid infrastructure we have created for our franchisees that allows them to thrive in each market we enter. We have yet to see a franchise location fail and we attribute this to our outstanding franchise owners," said Vernon. "As we continue to grow, we will be constantly reinvesting in and strengthening our franchise system to ensure we continue to move up in the rankings."

Currently, America's Swimming Pool Company manages over 40 million gallons of water per week and renovates or remodels more than 250 pools each year. Though regular pool service and repair is a necessity to many homeowners, the industry reputation has previously been perceived as somewhat unreliable, as many service contractors lack the consistent organizational skills and support to run a steady business. ASP has been explosively successful since its inception in 2001 by fusing a fragmented industry through careful analysis of changes in housing trends along with a heavy emphasis on professionalism and customer service.

For more information on America's Swimming Pool Company, visit www.ASPpoolco.com.

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