

Press release  
August 20, 2010  
For Immediate Release

#### Pool Company Expands into Orlando, Fl. Market

ASP Franchising, Inc. is pleased to introduce Mr. Giorgio Lopez as the Owner/Operator of the ASP Pool and Spa Company franchise in Orlando, Fl. Mr. Lopez will be servicing Orange County, Florida, including Azalea Park, Union Park and Lake Hart.

The Orlando, Florida location brings the number of ASP Pool and Spa Company territories for the State of Florida to (12) twelve joining Destin, Jacksonville, Clermont, Florida along with their respective territories.

ASP Franchising, located in Macon, Georgia, is the parent company for the ASP Pool and Spa Company franchise system. Franchisees offer swimming pool maintenance, repair and renovation for both residential and commercial customers. ASP is located in (54) fifty-four territories and services over 100 cities throughout Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee and Texas.