



Media Release

For Immediate Release



Arctic Spas One of Canada's 50 Best Managed

Secrets of great management include innovation, creativity, and flexibility.

Edmonton, Alberta--February 3, 2006

The Canadian supplier of a local hot-tub retailer has triumphed over thousands of other applicants to win a 2005 Canada's 50 Best Managed Companies award. Blue Falls Manufacturing of Alberta, maker of Arctic Spas, Coyote Spas, Arctic Gazebos, and Guild Billiards, will receive the prestigious national award at a ceremony in Toronto later this week.

"We are proud to carry Arctic Spas," said Craig Horning, owner of Integrity Pools & Arctic Spas, "and proud of our supplier for recognition they well deserve. The quality of the company backing the product is of vital importance to consumers, and Blue Falls has shown that it has what it takes to stand behind its top-of-the-line products.

The company has gained local, provincial and national recognition for its steady increase in sales, market share, and export business. With two 2005 International Business Awards, a 2005 Entrepreneur of the Year Award, recognition for their IT program, and numerous product design awards, Blue Falls has had a banner year climaxed with the 50 Best recognition.

"Passion for change, innovation in applying leading business practices, and an ability to motivate employees were among the many characteristics that distinguished Arctic Spas," explained John Hughes, Partner, Private Company Services group with Deloitte, a national sponsor of the Best Managed program.

The current owners took over operation of Blue Falls Manufacturing in 1997 and have grown the company from five stores in western Canada to over 230 dealerships in 26 countries. Integrity Pools, Inc has been supplying Arctic Spas and related products to the Lancaster area since August, 2005.

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About Blue Falls Manufacturing:

Blue Falls Manufacturing produces Arctic Spas® and a wide range of leisure products. Sound science, quality components, innovative design, exceptional customer service, and a marketing strategy aimed at global growth have guided the company through a decade of success. Details at www.arcticspas.com

About Canada's Best Managed Companies

Canada's 50 Best Managed Companies (Best Managed) is the country's leading business awards program, recognizing excellence in large Canadian companies. A rigorous and independent process evaluates the calibre of their management abilities and practices. Program sponsors are Deloitte, CIBC Commercial Banking, *National Post*, and Queen's School of Business. For further information, visit www.canadas50best.com.

For more information please contact:

Tom Gray
Communications Officer
Blue Falls Manufacturing Ltd.
Ph. 780-789-2626 ext 360
tom@goarctic.com
www.arcticspas.com

Lynn Cook
Manager, Public Relations
Deloitte
416-874-3654
lcCook@deloitte.ca
www.canadas50best.com

