

FOR IMMEDIATE RELEASE

April 8, 2005

Press Contact: Leon Rawitz

Phone 1-919-290-2704

leon@failproofmarketing.com

### Rising Sun Pools Launches Marketing Campaign and Opens Second Store

Rising Sun Pools is launching a new marketing campaign that will coincide with the opening of their second store front, located in North Raleigh at 1637 North Market Drive. “ We have many customers in the northern Wake and Durham area and the Express location will make it more convenient for our thousands of customers to pick up pool supplies,” commented Mike Vassallo, VP of construction and service.

The campaign is designed to support Rising Sun Pools position as the leading builder of in-ground pools in the Triangle. Rawitz Marketing Group of Apex, N.C, produced it. The campaign consists of 3 radio spots airing on 102.9 FM, magazine and newspaper ads, an 8-page company brochure, a tri-fold brochure on steps to building new pools, an Insider’s Guide to Buying a Swimming Pool, sales sheets on their lines of Imperial inground pools, AquaLeader aboveground pools, and L.A. Spas.

In addition the campaign includes an interactive CD presentation for prospects to learn more about pools, an in-store DVD sales video along with an in-home PPT sales presentation. Rawitz teamed up with local ad agency, Connections Too in Raleigh to create the multi-media tools.

An exciting Grand Store Opening and Spa promotion with 102.9 FM will kick off in May for the new North Raleigh location.

“No pool builder in the country has a sales and marketing package as sophisticated as this. We can quickly demonstrate the advanced labor saving and aesthetic enhancing technologies that make pool ownership so desirable. Sales have already increased,” Vassallo concluded.

For more information, contact Leon Rawitz of the Rawitz Marketing Group (919-290-2704) or Rob Karn at Connections Too at (919-821.7349) ([www.connectionstoo.com](http://www.connectionstoo.com)).