

Swimco's Successful Splash in Red Deer

RED DEER, AB – May 8, 2008 - May is the first anniversary of Swimco for Swimwear in Red Deer, marking 12 months of offering the people in the Red Deer area, "Swimwear That Takes You Places". Sales have been 25 per cent over budget, signaling the successful identification of a market opportunity.

Selling swimwear in the Canadian prairies may not seem like a logical venture considering the cold climate and location far from tropical waters, but the family-owned company made a big splash in the economy when they opened their doors in newly renovated Bower Place Shopping Centre in May 2007. The thriving economy in Red Deer and surrounding areas has provided many people with the opportunity to find great swimwear and cruisewear for a warm get-away.

Future business looks good as Lori Bacon, Owner and President of Swimco, explains, *"Our expansion into Red Deer was a wonderful choice. In addition to being a financial success, our staff have received overwhelmingly positive compliments from customers thanking us for helping them start their vacation right!"* When her mom started Swimco in the family basement in 1975, Lori never imagined the company would grow to include thirteen swimwear stores across Alberta and British Columbia.

The store's Manager, Jennifer Hill, has jumped into the pool of success, "Swimco is not just my job, it's my home. I've only been with the company for less than a year and I have already found a career I am sticking with." In a tight labour market, Jennifer's commitment attests to the strong family values that are the foundation of the company's culture.

About the company: Swimco is proud to be Western Canada's leading swimwear retailer, with 13 stores and nearly 150 employees. Lori Bacon, her husband Dave Bacon, and her brother Steve Forseth are at the helm, steering the company with the same family values that started it all 33 years ago.

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If you would like more information please contact Lisa Wise at 403-259-6113 ext. 237 or 403-607-3067, Email: lwise@swimco.com. www.swimco.com