MEDIA RELEASE

FOR IMMEDIATE RELEASE
Wednesday, September 08, 2010

Pool Chemical Company; Hy-Clor Make a 'SPLASH' with AUSTSWIM

AUSTSWIM, the Australian Council for the Teaching of Swimming and Water Safety has partnered with pool chemical company; Hy-Clor Australia to help raise awareness of pool water safety education.

Through Hy-Clor, AUSTSWIM recognised swim centres will be able to obtain direct access to a range of pool chemicals and equipment at prices which are genuine pool trade prices. This offer aims to provide avenue for swim centres to reduce the cost of operating their centres significantly.

AUSTSWIM CEO Gordon Mallett says "the partnership with Hy-Clor is a logical and powerful fit and he has thanked Hy-Clor for joining their commitment to ensure every Australian will be taught to swim by an accredited AUSTSWIM teacher", enabling them to safely enjoy aquatic environments and activities."

The sponsorship provides AUSTSWIM and its recognised swim centres with educational products, seven day (7) technical support on a toll free number (1 800 6 25 123) as well as involvement in regional programs including indigenous swimming and water safety programs and pool maintenance programs. AUSTSWIM urge their recognised swim centres' to take advantage of Hy-Clor's nationwide distribution service and technical support to help you enhance your pool operations. As a result AUSTSWIM will receive a rebate on sales which will be allocated to community development programs especially in the areas of indigenous and rural and remote programs.

Hy-Clor Managing Director Mr. Edward Sinn says "We are very pleased to have the opportunity to provide sponsorship to an organisation that is devoted to learn to swim and water safety. It is our belief that AUSTSWIM, its recognised swim centres' and accredited teachers' perform a very valuable service to the community by providing learn to swim and water safety education to Australians of all ages, especially children."

Hy-Clor is a privately 100% Australian owned company that has supplied pool needs to the Australian market since 1969. Hy-Clor is the largest supplier in Australia of quality swimming pool chemicals, and also exports Australian swimming technology to New Zealand, The Pacific Rim, South Africa and USA. Hy-Clor's goal is to make it possible for all Australians to be able to afford to keep their swimming pool clean and therefore their families healthy.

"Hy-Clor is very excited regarding our partnership with AUSTSWIM and feel it is appropriate, that the organisation doing more than any other to keep Australian children safe by teaching them appropriate learn to swim and water safety education skills, should be supported by the company doing more than any other to make sure people are giving their children healthy and safe environments in which to swim,"said Mr. Sinn.

AUSTSWIM has over 550 AUSTSWIM Recognised Swim Schools nationally who provide a range of learn to swim and water safety classes catering for ages six months through to adults. Classes are taught by accredited AUSTSWIM Teachers of Swimming and Water Safety'. To find a swim school in your area or if you are interested in becoming an accredited AUSTSWIM Teacher' visit www.austswim.com.au.

"AUSTSWIM encourages parents to ensure their children are being taught by accredited AUSTSWIM Teachers' and in doing so parents are urged to check their child's swimming teachers'AUSTSWIM teacher licence" Mr. Mallett said.

Place an order today by calling Hy-Clor Australia on 1300 922 089.

For further information or an interview please contact:

Gordon Mallett, AUSTSWIM CEO

Phone: +61 3 9562 7900

Proudly supported by

Australian Government
Department of Health and Ageing

HY·CLOR

AUSTRALIAN COUNCIL FOR THE TEACHING OF SWIMMING & WATER SAFETY