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CONTACT

David T. Wood
Editor-In-Chief, *Spasearch magazine*
14300 N. Northsight Blvd., Suite 107
Scottsdale, Arizona 85260
TEL: 480-367-9444
FAX: 480-367-1110
Web: SPASEARCH.ORG

International Hot Tub Co. Wins National Hot Tub Store Award

December 14, 2009 – *Spasearch* magazine is pleased to announce that **International Hot Tub Co.** has received the coveted *Spasearch* 2010 Certified™ Retail Store award – the only independent retail endorsement in the hot tub industry. Proving their longtime commitment to excellence, **International Hot Tub Co.** has met all the standards of the rigorous certification process.

Completely independent and based solely on merit, hot tub retailers earn the Certified™ Retail Store status by demonstrating excellence on every level, from employee training to consumer satisfaction. To maintain complete impartiality, all results were tabulated through a team of third-party auditors, ensuring that this certification was won fairly and not influenced by advertising dollars.

“This award is unprecedented in the hot tub industry,” says David T. Wood, editor-in-chief of *Spasearch* magazine. “For years hot tub retailers have been asking for an independent endorsement program and we’re happy to expand the Certified™ customer satisfaction program to include them. **International Hot Tub Co.** has long been an example to retailers in the industry and now their accolades are no longer anecdotal, but proven through this independent audit.”

Consumers can take pride knowing they have a local hot tub business based in **Denver, Colorado** rated among the best retailers in North America. Retailers are evaluated based on audited results related to sales, service, operations and customer satisfaction as well as random on-site inspections by independent auditors.

About *Spasearch* magazine

Spasearch is a publication dedicated to helping consumers evaluate the merits of hot tub and swim spa ownership. To support this effort we have developed a collection of magazines, website and bulletin boards focused exclusively on educating consumers about the spa industry.

For more information visit: SPASEARCH.ORG.

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