

PRESS RELEASE

PJH Group joins forces with Jacuzzi UK

(ref: PJH252 / JANUARY 2009)

Two of the industry's biggest bathroom players have teamed up in an exciting new partnership. The UK's leading bathroom distributor, PJH Group, and manufacturer of the UK's best known bathroom brand, Jacuzzi, have joined forces, making PJH a nationwide distributor of the Jacuzzi brand.

PJH will stock and sell an extensive range of the exciting Jacuzzi® Bathroom Collection of suites, baths, shower enclosures and brassware.

This major partnership presents both parties and customers with an exciting new range of opportunities for sales growth in 2009.

Building on the success of a long affiliation with Jacuzzi UK, distributing Astracast, the PJH Group has developed an excellent working relationship with the company and now looks forward to continuing this growth with one of the industry's most recognised brands.

Phil Anderson, commercial director at PJH Group, said: "We are very excited about teaming up with Jacuzzi UK, one of the most prestigious bathroom manufacturers in the UK. Together we are launching an extremely comprehensive portfolio of Jacuzzi branded products, which complements our current collection of bathroom products perfectly.

"Not only will this make the Jacuzzi brand available to an even wider range of UK customers, but it will also provide PJH customers with an unrivalled choice of the latest bathroom products at competitive prices."

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Paul Ince, commercial director at Jacuzzi UK, added: "Building on our strong relationship with the UK's leading distributor is nothing but good news for the Jacuzzi brand. This is a fantastic opportunity for customers, as combining the strengths of PJH's huge stockholding, distribution and customer service capabilities, with the quality and innovation of the Jacuzzi brand, opens up a wide range of benefits to a whole new market."

Continued Phil: "Having already received full training and presentations from Jacuzzi UK, our Field Sales Team, despite tough market conditions, are very enthusiastic about selling the brand - and equipped with an extremely comprehensive package of highly competitive stockist offers, display deals and incentives. The quality of the Jacuzzi brand extends to all such areas of marketing support as well as ongoing brand awareness campaigns targeting the UK consumer."

For further information on introductory Jacuzzi stockist promotions and display deals, as well as the full range of Jacuzzi products now available from the PJH Group, contact your local PJH sales representative, or PJH head office on: **0845 389 0845** or info@pjhgroup.com

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Notes to Editor:

The PJH Group is the UK's largest distributor of kitchens and bathrooms with over 580,000 sq ft of warehouse space and approximately £16m stockholding. Established in 1972, the company is based in Bolton, operates throughout eight UK sites and employs almost 800 people.

Customers include over 4,000 independent retailers, builders merchants, housebuilders, developers and specifiers. PJH own-brands include Prima (Kitchens, Bathrooms & Appliances), K Kitchens and Moods Bathrooms.

The PJH Group is part of the Globe Union Group, a world class design, marketing, manufacturing and trading organisation supplying kitchen and bathroom products to customers worldwide.