



Jacuzzi®. Long before anyone thought of branding, the family name was well on its way to being known around the world. In the early 1900s, the Jacuzzi brothers applied their knowledge of hydraulics to the agricultural and aviation industries. Then in the 1950s, the brothers responded to a family member's need for pain relieving hydrotherapeutic treatments. Their historic inventions are legendary. Today, the Jacuzzi® brand is the recognized founder and leader of the whirlpool bath and hot tub industries.



THE ORIGINATOR & LEADER IN HYDROTHERAPY

- Recognized as the world authority on in-home hydrotherapy for over 50 years
- Dedicated to making people's lives better
- Inventor of the modern whirlpool bath and jetted hot tub
- Sold in thousands of retail locations in more than 60 countries around the world
- Number one searched hot tub company on the web*

**Source: Hitwise, a Claritas company, Sept. 2008*

JETTING BRAND POWER

According to recent licensing research, the brand naturally flows into spa product extensions

- Ranked 1st in favorability compared with other brands in its category*
- 80% aided brand recognition when compared with other leading brands (i.e. Tempur-Pedic and WaterPik)*
- Appeals to all gender, age and income groups based on adult research survey*
- Perceived as fun, successful, warm, upscale, reliable and romantic*

**Source: The Brandware Group Research Report, 2006*

AWARD-WINNING EXCELLENCE

- Recipient of six ADEX awards for hot tub, bath and shower design excellence
- Ranked number one in House & Garden's Designer's Best '07 in the category of favorite soaking tub
- One of Professional Remodeler magazine's 50 most innovative new products for 2008

LICENSING OPPORTUNITIES

Jacuzzi Group Worldwide is looking to build strong license and retail partnerships that will benefit from the value of the Jacuzzi® brand and deliver the superior brand experience to consumers.

For licensing information, contact:

Global Icons

310-820-5300

www.globalicons.com

