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Pool Troopers Partners with Phoenix Based Splish Splash Pool Service

Phoenix, AZ– August 10, 2021: Splish Splash Pool Service (‘Splish Splash’), a Phoenix-local, family-owned, and woman-led pool service company has decided to partner with Pool Troopers, one of the nation’s fastest-growing pools service companies. Splish Splash has been family-owned and operated since 1984 and is a top-rated pool service company in Phoenix, Arizona.

“I have known Janeen and her family for over 30 years, and when we started our journey to expand, they were on my shortlist of ideal partners. Splish Splash has an outstanding reputation in Phoenix and throughout the industry. I am humbled that Janeen would trust us with her family’s business,” said **Gary Crayton**, Pool Troopers’ Chief Executive Officer. “We are honored to continue their legacy and are excited to welcome the Splish Splash team and customers to the Pool Troopers’ family.”

Janeen Bury, Owner of Splish Splash, said, “Splish Splash is my family’s business, and because of that it was important to me to entrust it to someone who has years of experience in the industry. I have known Gary for years and believe in Pool Troopers’ mission. Although Pool Troopers is a large company, they operate with small company values. Their culture aligns with our culture, and I know that with the partnership, I will be able to better serve my customers and team. I am thrilled to join Pool Troopers and continue serving the Phoenix area.”

Splish Splash is the 8th acquisition that Pool Troopers has secured since December 2020. With the support of Shoreline Equity Partners, Pool Troopers is on a mission to partner with pool service companies across the Sunbelt Region. Pool Troopers was founded in 1952 and services nearly 20,000 pools throughout Texas, Florida, and Arizona.

About Pool Troopers

As the premier provider of chemical, cleaning, maintenance, and repair services for residential and commercial pools, Pool Troopers serves nearly 20,000 customers in Florida, Texas, and Arizona. Pool Troopers was ranked #1 in 2019 and 2020 on the Top 50 list by Pool & Spa News & Jandy. Pool Troopers

was founded in 1952 and is headquartered in Tampa, Florida. For more information about partnerships and acquisitions, please visit <https://pooltroopers.com/sell-your-company/>.

About Splish Splash Pool Service

Founded in 1984, Splish Splash Pool Service provides residential pool cleaning and chemical treatment to the greater Phoenix, Arizona area. Splish Splash is family-owned and operated and committed to safety and quality. For more information, please visit <http://www.splishsplashpools.com/index.html>.

About Shoreline Equity Partners

Shoreline is a lower middle market private equity firm focused on actively partnering with leading management teams. Shoreline follows a total stakeholder model, meaning success should be a “win-win” proposition for shareholders, employees, customers, vendors, and the communities within which the Firm’s companies operate. Shoreline professionals believe in honesty, incentive alignment, and creating bigger, better businesses without relying on financial engineering or cost cutting to generate returns. Investing out of the Firm’s inaugural \$300 million fund, Shoreline seeks to lead equity investments of up to \$100 million per transaction in support of buyouts, recapitalizations, and corporate divestitures. Targeted businesses have enterprise values ranging from \$25 million to \$250 million and EBITDA of \$3 million to \$25 million. The Firm strives to partner with management teams of businesses primarily within the specialized manufacturing, value-added distribution, and business and facility services sectors, among others. For more information, please visit www.shorelineequitypartners.com.