



SCARLET-ELITE NEWS BULLETIN

08-16-12

“Cultivating Excellence in Academics, Character and Swimming”

& NOW: THE REST OF THE STORY:

SCARLET AQUATICS-ELITE DIVISION
PURCHASES EQUITY INTEREST IN ULTIMATE
SWIM SHOP;

SCARLET AQUATICS WILL MANAGE MEET
DATA OF ITS HOSTED MEETS THRU
NEW ENTITY CALLED “ULTIMATE ATHLETIC
PERFORMANCE”

As every swimmer and parent member of Scarlet Aquatics Elite Division knows, the Elite Swim Club merged with 3 other premier NJ Swim Clubs, into Scarlet Aquatics on April 7, 2012. This was done to put these 4 teams, now divisions, on the path to long-term viability as a business, enabling each to continue to provide & develop its swim operations for years to come. To that end, Scarlet Aquatics Elite announces that it has completed the purchase of an equity

interest in **Ultimate Swim Shop**, a 20+ year old business located in Metuchen, NJ. In addition, Scarlet Aquatics announces that for the Winter 2012-2013 season, at each of the 19 meets that the 4 divisions of Scarlet Aquatics hosts, it will manage its own meet data (rather than outsourcing this job) thru a new entity named Ultimate Athletic Performance. The equity interest of Ultimate Swim Shop purchased by Scarlet is also owned through Ultimate Athletic Performance. Ultimate Swim Shop's current management team will remain as part of Ultimate Swim Shop.

Ultimate's website is <http://www.ultimateswimshop.com/>, the phone number is 1-800-628-7946 (or SWIM). Members of Scarlet Aquatics-Elite Division are encouraged to buy their additional swim apparel & equipment thru Ultimate. Ultimate will also be able to provide custom t-shirts for all types of athletic and non-athletic organizations and plans to expand this part of its business going forward.

The Ultimate meet management operations will be managed by Antone Balbo, who is a Scarlet-Elite parent. Antone is a former employee of BeSmarttinc (currently the only other meet management company in New Jersey) and has previously run a multitude of meets for Elite and for BeSmarttinc. His presence will give Ultimate the wherewithal to competently run Scarlet's meets. Scarlet Aquatics does not host any meets until November.

For Scarlet-Elite Coach Bill Deatly, these contemplated business moves were the motivating factors to merge Elite into Scarlet Aquatics. Coach Bill believes these moves are the financial foundation for Scarlet Aquatics to continue developing age group swimmers for decades to come.