



STREAMLINE
BRANDS

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Streamline Brands Acquires SwimLabs Swim Schools

Purchase expands largest swim school brand family in the industry

Denver, CO – (March 1, 2017) – Streamline Brands, the fastest growing franchisor of swim schools in the world including SafeSplash and Swimtastic swim schools, announced the acquisition of SwimLabs & Rehab Inc., franchisor of SwimLabs® Swim Schools. SwimLabs operates 10 swim schools in six states and internationally in Istanbul, Turkey. With this acquisition, Streamline extends its position as the franchisor of the largest swim school network in North America, with 136 locations in 17 states and Mexico and more than 20 additional locations expected to open by the end of 2018. The acquisition doubles the number of stand-alone pools in the Streamline Brands group.

SwimLabs' unique training facilities are indoors, with small, warm-water pools specially designed with 360-degree video feedback technology that lets swimmers of all ages and abilities instantly view their own strokes, correct or enhance their form, adjust their technique and master their skills. Swimmers have the ability to compare their strokes against elite U.S. Olympic swimmers such as Kara Lynn Joyce, Chloe Sutton and U.S. Olympic triathlete medalist Susan Williams.

“We are delighted to welcome SwimLabs to our family of brands including SafeSplash and Swimtastic swim schools,” said Matthew Lane, Chairman and CEO of Streamline Brands, recently formed to encompass several swim school brands and programs under one company. “The SwimLabs training technology and video library is similar to the training technology utilized by the U.S. Olympic Training Center. This addition means our customers can benefit from our services in any stage of their swimming life from learn-to-swim and recreational swimmer to elite competitor, triathlete or open-water swimmer.

The market for all levels of swimming in the U.S. continues to be underserved. According to the Sports and Fitness Industry Association, the swim-for-fitness market consists of more than 31 million participants and the swim school market is estimated at \$17 billion with 50 million children in the U.S. under 12 years old. However, significantly less than \$1 billion of both markets are currently served.

“When I joined Streamline in 2016, I knew I was joining a team that would continue to push for innovation and leadership,” said five-time U.S. Olympic gold medalist and world record-holder Missy Franklin, “I’ll be helping Streamline develop its curriculum and I can’t wait to work with SwimLabs and start adding to their video library.”

This acquisition for Streamline, recently listed on *Entrepreneur’s* “[Fastest Growing Franchises of the Year](#),” is part of its aggressive growth goal of opening more than 400 U.S. and international locations by 2020, representing 800% growth in five years. Streamline’s unique franchising model includes back office services, a proven teaching curriculum, superlative franchisee training and industry-leading franchisee support.

“Streamline Brands has established a long-standing reputation and track record for exceptional customer service, quality and franchisee support,” said Michael Mann, President of SwimLabs. “Joining Streamline enhances our ability to deliver the ultimate in technology-based swim instruction and aligns SwimLabs with an organization that is truly leading the industry. We are confident that this partnership will allow us to expand our footprint while continuing to maintain the values that make SwimLabs such a unique swim-school brand.”

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More About Streamline Brands®

Streamline Brands is the industry’s largest franchisor of swim schools. After opening its first school in 1996 in Milwaukee under the Swimtastic brand, the company has grown to 136 locations in 17 states and three countries, operating under the SafeSplash Swim School, Swimtastic Swim School and SwimLabs Swim School brands. Streamline is a partner with Olympic medalist Missy Franklin and the USA Swimming Foundation in founding the *Ripples to Waves* scholarship program designed to help more than 2,500 kids of all ages from across the country learn to swim each year regardless of their ability to pay for lessons. Franchise development rights are available for all brands throughout the world. For more information about Streamline® or to learn about franchising opportunities with the company, please visit the [website](#) or “follow us” on [LinkedIn](#).

More About SwimLabs®

It is SwimLabs’ mission to combine state-of-the-art technology, world-class instructors, exceptional facilities, and a never-ending passion for swimming to offer the fastest and surest way for swimmers of all levels to learn, improve and

achieve their highest goals. SwimLabs unique training facilities are designed to use technology and individualized instruction to teach swimmers of all ages – beginners to competitive athletes – the absolute best techniques for water safety and swimming success. SwimLabs highly-effective swim school combines indoor, warm-water pools, highly-trained instructors and the same training video-feedback technology used by Olympians. Olympians including Aaron Peirsol, Kara Lynn Joyce, Chloe Sutton, David Walters, Blake Worsley, Amanda Beard, James Magnussen, Amanda Weir, Chris Chalmers and Ironman World Champion Mirinda Carfrae have all visited a SwimLabs location to either have their stroke analyzed or as special guest instructor for other Olympic hopefuls.