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## POOL & SPA OUTDOOR BLOG

 **MICHAEL PHELPS AND MASTER SPAS CREATE NEW LINE OF SIGNATURE SWIM SPAS** Posted in [\[Swim Spas\]](#) By *Debra Maurer*



World swimming champion and sports icon Michael Phelps and the engineering design team of Master Spas® have teamed up to create and introduce a new signature line of swim spas. The collaborative effort has resulted in a full line of new swim spas under the brand name of *Michael Phelps Signature Swim Spas by Master Spas*. This new line of signature swim spas was debuted at the International Pool | Spa | Patio Expo held at Mandalay Bay Convention Center in Las Vegas, November 3 through 5, 2010.

The *Michael Phelps Signature Swim Spas by Master Spas* was designed and developed with the input of Mr. Phelps, Coach Bob Bowman, and a team of Master Spas' experienced engineers. The signature line of swim spas provides a solution for all fitness levels, health regimens, and spaces not typically conducive for accessible, year-round aquatic exercise and hydrothermal therapy. The line features six new and different, premium swim spas for residential settings and one premium, commercial-grade swim spa ideal for fitness centers, universities, and physical therapy centers.

Mr. Phelps and Mr. Bowman, in conjunction with Master Spas, are actively promoting the sport of swimming and the health benefits associated with aquatic exercise and spa therapy.

"One of the biggest goals I have in my career is to grow the sport of swimming in as many ways as possible, and the ability to partner with Master Spas' to create a signature line of swim spas is another unique way to help the sport," stated Phelps. "Our goal with this line of swim spas is to create more and better opportunities for everyone interested in swimming, from exercise enthusiasts through the next generation of competitive swimmers."

The distinguishing difference of the Phelps-designed swim spas is the unique, patented Wave Propulsion™ Technology that provides an exceptionally wide, deep, and smooth current for a superior swimming experience. The propeller drive system generates a turbulent-free current.

"Working with Michael Phelps and Bob Bowman to create this new line of signature swim spas is a once-in-a-lifetime opportunity for us," states Bob Lauter, CEO of Master Spas. "It is a tremendous honor to have this level of input that will

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draw global attention to the pool and spa industry and help promote the benefits of swimming and aquatic exercise.”



For elite swimmers, the MP Signature Model features the largest swim area and more advanced Wave Propulsion™ Technology with an incredible 40 percent more power than standard Wave Propulsion™ Technology. All models include the exclusive, proprietary Swim Number System that allows swimmers of all levels to control the speed of the current—at the touch of a button, the speed is fully adjustable from 0 to 60.

“We designed the *Michael Phelps Signature Swim Spa by Master Spas* as an efficient and effective training tool for competitive swimming,” explains Bob Bowman, Hall of Fame swim coach and personal coach for Mr. Phelps, “but our goal was to create a swim spa that can apply to individual fitness levels as well. Aquatic exercise is extremely beneficial for building overall strength and endurance.”

Each model of the MP Signature Model includes an Aquatic Exercise System, which includes a rowing kit and resistance bands and comes standard on all models. A workout DVD along with an exercise booklet designed specifically for Master Spas is available to assist beginning, intermediate, and advanced swimmers to fully maximize the swim spa's capabilities. Optional underwater cameras can be installed to record a swimmer's stroke for easy reviewing in order to help his or her performance.

As with all Master Spas product lines, a portion of the swim spa is designed with hydrothermal therapy jets and seating that target major muscle groups. A special standing therapy cove works on hard-to-reach spots like hips, lower back, and legs. The Xtreme Therapy Seat (XTS) is ergonomically designed for comfort and a twin power pump system for maximum muscle massage.

Installation is quick (typically less than a day), without digging for footers. A concrete pad, patio, or prepared deck is sufficient, and partial in-ground installation is also available. Climate factors are eliminated with the *Michael Phelps Signature Swim Spas by Master Spas*, as each unit offers maximum energy efficiency, and an optional automatic cover lift will remove the insulated hard cover at the touch of a button.

About Master Spas®

Master Spas is based in Fort Wayne, Indiana, 90 miles north of Indianapolis. Operating on a 27-acre campus with more than 250,000 square feet of state-of-the-art manufacturing and distribution, Master Spas is one of the largest manufacturers of portable spas, luxury hot tubs, and premium swim spas in North America. The company's management team boasts more than 100 years of spa manufacturing success and one of the strongest track records in the industry.

About Michael Phelps

Michael Phelps is widely recognized as the most accomplished swimmer of all time. Phelps—who holds more gold medals, world championships, and world records than any other swimmer—remains steadfast in his efforts to grow the sport of swimming and encourage active and healthy lifestyles, especially for children. He established the Michael Phelps Foundation in 2008 and launched the Michael Phelps Swim School in 2009.

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About Bob Bowman

Bob Bowman is the CEO and Head Coach of North Baltimore Aquatic Club in Baltimore, MD where he also serves as the personal coach to Michael Phelps. Over the course of his 24-year-career, Bowman has established himself as one of the preeminent coaches in the sport of swimming with wealth of knowledge and experience on the international, collegiate and club levels. Recently inducted into the American Swimming Coaches Association Hall of Fame, Bowman has received USA Swimming Foundation's Golden Goggle for Coach of the Year honors for three consecutive years (2006 – 2008).

Caption: World swimming champion Michael Phelps in his new signature line of swim spas by Master Spas.

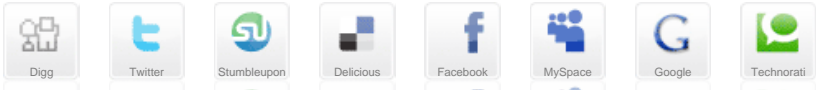
Photos courtesy of Master Spas

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