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## **CINDERELLA'S MISSION**

**To reliably and professionally deliver premium pools, spas, and related products at competitive prices while offering unparalleled support from a knowledgeable and experienced staff dedicated to the mutual success of Cinderella and its customers.**

**Dear Valued Customer:**

**We are pleased to present you with Cinderella's 2010 catalogs. With detailed information regarding products and parts from the industry's leading manufacturers, Cinderella's catalogs are once again essential tools for all pool and spa professionals.**

**We want to highlight several important developments for 2010:**

### **Separate Products and Parts Catalogs**

**Because Cinderella's inventory of products and parts has grown so much over the years, we have decided to publish our products catalog and parts catalog separately this year. We believe that having separate catalogs will make it easier for you to find what you need quickly and with little effort.**

### **E-Commerce**

**As many of you know, Cinderella's website, [www.cinderellainc.com](http://www.cinderellainc.com), offers you a convenient platform to conduct business with us. Through the website, dealers can order goods 24/7 on-line, check inventory, review pricing, pull up invoices, and take advantage of additional resources. Cinderella's website is accessible anytime from any place. More and more dealers are taking advantage of e-commerce, and if you have not done so already I encourage you to contact us to register and give it a try.**

### **Commercial Applications**

**Cinderella has an enhanced selection of commercial products available. Gil Daws, in addition to serving his Southeast Michigan customers, is available to assist you with all your commercial applications. Commercial catalogs are available upon request.**

**Cinderella is proud of the relationships we have forged with our customers over the past 54 years. We look forward to serving you for many years to come.**

**Sincerely,**

**Tom Connelly  
President**