

Easton Select Group Launches SHARE Employee Equity Initiative

Program enables employees to share in the company's long-term financial success, reinforcing commitment to exceptional customer service



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-- As many families across the country prepare to spend Labor Day weekend relaxing in backyard pools, Easton Select Group, a leading provider of premium pool services, today launched SHARE, an equity initiative that gives its full-time employees the opportunity to participate in the company's long-term financial success.

“

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*David Hobaica, Chief
Executive Officer of Easton
Select Group*

Behind every enjoyable day by the pool are the people who make it possible. From opening and maintaining pools to completing renovations and supporting customers throughout the season, Easton Select Group employees help deliver the reliable, stress-free experience that defines the company's mission of making pool ownership easier.

By aligning employees more closely with the company's long-term financial success, Easton Select Group believes

SHARE will further strengthen its culture of accountability, service and local expertise that has made its pool companies trusted partners for homeowners across the Northeast.

Developed through Easton Select Group's partnership with [Brenton Point Capital Partners](#), one of the founding members of [Private Equity for Greater Good](#) (PE4GG), the initiative reflects a belief that the people who help build successful companies should also share in the financial success they help create.

“Our purpose is to make pool ownership easier for our customers, and that begins with the skilled people who deliver that experience every day,” said David Hobaica, Chief Executive Officer of Easton Select Group. “Whether they're maintaining pools, building or renovating them, helping customers plan projects or supporting our operations behind the scenes, our team earns our

customers' trust every day. SHARE is our way of recognizing those contributions by giving them a way to participate in the company's long-term financial success and reinforcing an ownership mindset with every customer interaction."

SHARE complements Easton Select Group's existing compensation, benefits and incentive programs. Employees are automatically enrolled if eligible and are not required to make any financial contribution or take any action to participate. Employees working a minimum of 750 hours annually are eligible, and based on the company's long-term performance, individual payouts have the potential to reach or exceed average annual salaries.

Tim Hall, founder and Managing Partner at Brenton Point Capital Partners, added, "Easton Select Group has earned its reputation by combining outstanding people with exceptional service. SHARE reflects our belief that businesses perform best when employees, leadership and investors are working toward the same long-term goals. Giving employees the opportunity to participate in the company's financial success strengthens the culture that supports customers and drives sustainable growth."

About Easton Select Group

Easton Select Group is a national platform built around a simple purpose: Pool Ownership Made Easy. Through its family of premium pool service, plunge pool, and construction brands, the company delivers reliable, stress-free experiences for homeowners across the United States. Easton Select Group combines local expertise with national scale to improve how pools are built, maintained, and enjoyed. Learn more at EastonSelect.com.

Rick Lacroix
Easton Select Group



Easton Select Group CEO David Hobaica, introduces the company's SHARE program, an equity initiative that gives its full-time employees the opportunity to participate in the company's long-term financial success.



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