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FOR IMMEDIATE RELEASE

Bliss Tubs Provides an Informative Oasis at the AARP Life@50+ Event

Los Angeles, CA (September 26, 2011) - Attendees of the 2011 American Association of Retired Persons (AARP) Life@50+ Event, held at the Los Angeles Convention Center, learned about the health benefits of walk-in bathtubs— and how affordable they are— from Bliss Tubs.

The hundreds of active seniors who visited Bliss Tubs at the event were wowed by the Deep Soak walk-in tub, a unique offering from the company. While other walk-in tubs only go up to the stomach, Bliss Tubs' Deep Soak walk-in tubs fill to the chest for a deep soaking experience. Like Bliss' other walk-in tubs, Deep Soak tubs feature a contoured ergonomic seat and can be equipped with an optional therapeutic spa system.



The company emphasized health benefits of a walk-in tub to the show's attendees, particularly those with knee problems, high blood pressure and arthritis. If access to a tub is difficult, bathing is avoided and leads to other complications. Additional therapeutic applications of walk-in tubs are being researched by Bliss for the improvement of future models and to better serve its customers.

"For active seniors, a Bliss walk-in tub offers unmatched therapeutic benefits that revitalize the mind and body," Jess Foster, president of Bliss Tubs, said. "The Deep Soak tub was a hit, but other popular questions were about the rest of our walk-in tubs and the customization options we offer."

Jess and the Bliss Tubs staff educated seniors and caregivers about the financial benefits and affordability of walk-in tubs as well. Declining health or injuries from a fall often necessitates assisted living, which can average \$3,500 a month. However, a one-time investment in a walk-in bathtub can mean a longer, active life, saving thousands of dollars on assisted living facilities and medical bills.

“Bliss Tubs works with families from California to Connecticut, connecting them with trusted specialists who could bring a walk-in bathtub into their home or that of a loved one,” Foster said. “The company looks forward to attending the 2012 American Association of Retired Persons Life@50+ Event in New Orleans, Louisiana, seeing familiar faces later this year and helping the rest of the nation step into Bliss.”

About Bliss Tubs

Bliss Tubs, which has been manufacturing quality walk-in bathtubs at its Southern California facility since 2008, is one of a few companies in the industry to obtain certification from Underwriters Laboratory (UL). All Bliss Walk-in Tubs are constructed out of durable gel-coated fiberglass supported by a sturdy rustproof stainless steel frame. At the customer’s option, Bliss Walk-in Tubs incorporate air and water jet massage systems and equipment provided by leading suppliers to the U.S. spa industry. For more information visit www.blisstubs.com.