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1) PRE-HOLIDAY SALE

We're having a sale! Take a peek at our new "Fall Special" category, chock full of 30 items on sale! Goggles, swimcaps, pull buoys, kickboards, water exercise gloves and hand buoys, racing suits and drag suits, men's swim trunks, tankini's, tan-thru beachwear, aquatic exercise steps, swimsuit cleaners and MORE!

In addition, if you want to be something that isn't on sale or in the ever-popular Clearance Corner (41 items currently in there!), you get an additional 10% off any other item in the Catalog when you buy online! You can't beat that value.

See the Fall Special Category at:

<http://ssl.SwimZone.com/catalog/products.asp?BrandID=0&CatID=60>

2) BREAST CANCER AWARENESS DONATIONS

We just sent the check to the Susan G. Komen Foundation for \$5 of every post-mastectomy suit sale during the month of October. Thanks to our customers for getting the word out--we sold an an-time high quantity of these suits last month and made our largest donation in the 3 years of doing this promotion.

Marc LeVine, president of Swim Zone, states, "*We get many comments from cancer survivors that they are grateful to have found our site or catalog. Swimming is one of the healthiest exercises you can do, and many survivors have made a commitment to swimming as a way to maintain their health. And it is almost impossible to find a special post-mastectomy swimsuit in the non-summer months. We created this promotion to encourage and support our customers, and to be able to contribute to the eradication of this life-threatening disease.*"

3) NEW SWIMSUITS FROM NIKE

Our 2 piece workout bikinis continue to sell like mad. So we snatched up a bunch of colorful new ones from Nike and just put them on the web this week.

New Nike/Jantzen 2pc products from photo shoot. Approximately 10 new suits.

4) NEW SWIMSUIT COVERUPS

Ever get out of the pool and you're a bit chilly? We've started adding some after-swim apparel to our catalog, and our first ladies cover-ups are in. We have 6 in total, 3 sleeveless and 3 with sleeves.

5) HISTORY OF COMPETITIVE SWIMWEAR--WHERE DO SPEEDOS COME FROM??

In the early days of organized swimming, costumes were designed merely to cover the body. However, as competition intensified, there was interest in higher speeds. Speedo started in Australia in the late 1920's. One of the earliest suits to be worn was the male Racerback (a Racerback suit is joined in the middle of the back to prevent the suit straps from falling off). In those days, standards of decency were rather different--for men and women! More was better! The suit was made of wool and weighed about 10lbs (5kg). It was highly absorbent. It did not fit particularly well, and it caused drag. The suit did not have elasticity or retain its shape, and it would therefore wrinkle or form air pockets and slow down the swimmer (gee, imagine why?)

In the 1956 Melbourne Olympics, Australia won 8 medals, and suddenly everyone noticed Speedo swimsuits. These were "full" suits in Nylon and were innovative for their time. The race was on to find the fastest suit!

Swimmers soon learned about drag resistance. Of total drag resistance, "Shape/form" resistance represents about 9% and "surface" resistance about 10%. Shape resistance comes from the dynamic displacement of the water as the body moves through it. Surface resistance is due to forces between the body and the water, which would occur even if there were no over-all displacement of the water.

In an effort to tackle "shape" resistance, swimmers wore swimsuits at least 2 sizes too small (ouch!) to smooth the curves of the body so that water will travel over it more quickly. Suits became tighter and the cut became meaner. Because of this, the swimsuit fabrics and seams have to be extremely strong, but the suit must remain comfortable. To overcome the 10% surface resistance, development began in order to find fabrics with a low 'coefficient of friction'. It resulted in many of the lycra, polyester and microfiber fabrics we find today.

All Speedo fabrics undergo at least 40 laboratory tests to examine the effects of light, chlorine, water, sweat, etc, and all are ranked according to their suitability for pool swimming, open water swimming, fitness or beachwear.

6) NEW WETSUITS FROM QUINTANA ROO

Bbbbrrrr! It's cold out! Since we don't like to be cold, we figure you don't like it either. Wetsuits are a great investment. Mostly bought and worn by triathletes for speed training, they are also fantastic "stay warm" suits for swimming in the coming cold weather months.

We just updated our inventory with the top-selling brand in wetsuits--Quintana Roo. We have wetsuits all in stock at SALE prices.

See them in our Triathlete category or at:

<http://ssl.SwimZone.com/catalog/details.asp?ProductID=131>

7) NEW SWIMMERS BACKPACK

Is your workout bag getting soggy? Time for a new one? We just added a roomy new backpack to our line. This swimmers backpack measures 16"W x 18.5"H x 8.5"D. It is made of water resistant nylon, with 2 vented side pockets for small items like goggles and shampoo, and a with plastic-lined open mesh pocket for wet swimsuits to be able to dry after practice. It comes in red, black or a royal blue.

<http://ssl.SwimZone.com/catalog/details.asp?ProductID=1679>

8) NEW TRAINING SUPPLIES:
KICKBOARDS, KIDS KICKBOARD, KIDS GOGGLES, KIDS LEARN-TO-SWIM
SUIT

Introducing the new Stealth kickboard! If you liked the Zura kickboard, you'll LOVE this one-especially the price on it! It's looks like a spaceship, but it is actually a high-tech kickboard! Improves your body position and reduces back and shoulder stress. Flow through grips provide multiple hand and arm positions. Designed primarily for swimmers 120lbs and up and swimmers working on their freestyle stroke. Very lightweight, yet durable, closed cell foam. Fits more easily in a workout bag or storage bin than traditional kickboards

See it at:

We also added some new kids products: specially sized kickboards and goggles just for them. See them at

New Watergear products (brand name is not important and I probably wouldn't mention it - but it is the only way that I can remember these products). kids kickboard, kids goggles, kids learn to swim suit

9) NEW CHILDRENS ITEMS:
KIDS ANIMAL GOGGLES, KIDS ANIMAL KICKBOARD

You know kids love to swim underwater and look around. And we know they love anything with animals on them. So here are our Animal Goggles in a new child size! The lens are made in the shape of 4 different animals: pale blue Dolphin or navy Penguin (clear lenses), bright green Frog (amber lens) or black and white Whale (smoke lens). Great holiday gift idea for the little swimmer.

See the Kid's Animal goggles at:

<http://ssl.SwimZone.com/catalog/details.asp?ProductID=1676>

Carrying on our "kids and animals" theme, wouldn't it be more fun to kick in the pool with a bright blue kickboard shaped like a whale? Or a green one shaped like an otter? Or a yellow one shaped like seal? (We would, and we're grownups). Fun and functional, these animal kickboards have the animal's features drawn on them and are made of soft, durable EVA foam.

See the Kid's Animal kickboard at:

<http://ssl.SwimZone.com/catalog/details.asp?ProductID=1680>

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Thanks for reading our Super Savers EClub--

Happy Swimming!

Your friends at Swim Zone
www.SwimZone.com

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