

## First-ever CORE Awards recognize excellence in dive retailing.

PADI Dive Centers Dominate First CORE Awards

Rancho Santa Margarita, CA –October 18, 2005 – Members of the Professional Association of Diving Instructors (PADI) clearly dominated the ceremony as winners of the “Excellence in Retailing Awards” were announced on October 6, 2005 in Las Vegas. Honored during the Awards Gala hosted by the **Diving Equipment & Marketing Association (DEMA)**, representatives from fifteen US-based dive centers were recognized by the **Council on Retailing Excellence (CORE)** for their business acumen and customer satisfaction. Twelve of the fifteen honorees are members of PADI’s International Resort and Retailer Association.

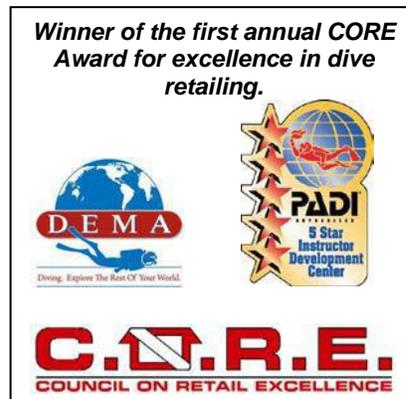


“PADI Dive Center and Resort members continually deliver a quality experience and we are pleased to see these businesses recognized for their outstanding contribution to the dive industry,” said Bill Hamm, director of PADI’s International Resort and Retailer Association.

Many of the 2005 CORE award recipients have also achieved PADI’s highest business member ratings – the National Geographic Dive Center and PADI Five Star Career Development Center status. “I don’t think it’s a coincidence that the majority of these dive centers have earned PADI’s highest ratings,” continued Hamm. “It merely validates PADI Standards and our members’ commitment to customer service excellence.”

PADI proudly congratulates the following dive operations for this prestigious award:

- A-1 Scuba & Travel, Englewood, Colorado
- Aquatic Center of Rochester, Henrietta, New York
- **Aquatic Realm Scuba, Centerville, Ohio**
- Bubbles Below, Woodinville, Washington
- California Dive Center, San Bruno, California
- Eugene Skin Divers Supply, Eugene, Oregon
- Huron Scuba, Ann Arbor, Michigan
- Ocean Enterprises, San Diego, California
- Peachtree Dive Center, Fayetteville, Georgia
- Sea Sports Inc., Houston, Texas
- Seascapes USA, Syosset, New York
- Sea Ventures Aquatic Center, Alpharetta, Georgia



CORE, founded by Aqua Lung, Oceanic, PADI and SSI and working in association with DEMA, aims to improve the dive industry’s overall productivity by setting new standards for retailing, including an emphasis on customer service, the learning/buying experience and social opportunities. CORE’s goal is to create a seamless and rewarding experience for the consumer by improving the way the scuba diving industry does business. Additional information about CORE, including evaluation forms and criteria, is available on the DEMA website at [www.dema.org](http://www.dema.org).

For dive centers and resorts aspiring to the CORE and Excellence in Retailing Award standards, PADI’s Business of Diving programs can help. Based on a Business Needs Assessment, PADI’s Business of Diving uses a combination of programs and services to help dive businesses meet their goals for growth and profitability. Contact the PADI International Resort and Retailer Association at 800.729.7234 (US and Canada), +1 949-858 7234, ext. 2287, or email [irra@padi.com](mailto:irra@padi.com) for more details.

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