



Dear California Spa & Fitness Customer,

It is with a heavy heart that we bring the tragic news of our partner Tom Sampson passing away on Friday April 30th. We are all crushed and in shock over this tragic news.

Tom was passionate, driven, determined, inspiring, and supportive. He had a clear vision about what was important for the business, employees, and their families. But most of all he had a clear vision for what the customer needed. He would often say "We can't always be perfect, but we can work our hardest, and never stop until we make it right in the eye of our customer."

Tom had the opportunity in 1997 to start a California Spa & Fitness franchise on York Street in London. During the next few years, sales slowly grew, and Tom took innovative measures such as "Tent Sale" events and radio advertising. Due to his success with these innovative ideas, he quickly outgrew the York Street Location and in 1999 moved the store to a larger location on Exeter Road.

Over the next few years, Tom continued to cross-market both spas and fitness equipment in the retail store. While other franchises dropped fitness equipment as part of their offering, Tom and team did not waiver, and remained very successful in both categories. Eventually, California Spa & Fitness London was, and still is the last remaining store from those franchises. Tom dedicated his entire life and involved his family with everything in the store; California Spa and Fitness London was Tom Sampson's life's work.

The next several years saw many ups and downs. Tom struggled to compete in the fitness business, but he pressed on, knowing that the California Spa & Fitness brand had a great reputation in London. As London continued to grow, California Spa & Fitness London became one of the largest Hydropool dealerships winning Hydropool retailer of the year in 2019. California Spa & Fitness is not just a local retail store, it is a family business and its customers are part of that family, thanks to Tom's passion for his customers.

Tom was a business leader, a mentor, and a friend to thousands of people. His passion was not just for his business, but just as much for his customers, which he treated as friends. Tom's passion and care for his customers is the reason why the store is successful today. Tom was always a warrior and championed on until the bitter end where on April 30<sup>th</sup> he lost his last battle and passed away with his son and daughter by his side. Tom will be missed by many, his legacy will live on in all of us.

To say we are devastated to lose him is an understatement. But please know that the California Spa and Fitness team will be here to support our customers and continue to respect and live up to Tom's legacy for years to come.

Sincerely,  
The California Spa & Fitness Team