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Living Earth Craft's F.A.S.T. RESPONSE™ Customer Service App to Receive 2019 ISPA Innovate™ Award

Vista, California (September 24, 2019)- Living Earth Craft's latest addition to its renowned customer service network, the F.A.S.T. Response™ app was honored by the International Spa Association (ISPA) at the 2019 ISPA Conference & Expo with the ISPA Innovate Award for Technology. The App, available for free to all LEC customers past and present on the Apple Store and Google Play, is rapidly gaining notoriety for its functionality and ease of use.

The F.A.S.T RESPONSE App allows ease of access to Living Earth Craft's renowned customer service team with the click of a button. Customers are able to register their products directly on the app for more accurate and timely service. The app includes one-touch contact directly to LEC's service department, easy picture and video upload, and works with new and existing equipment- for both LEC and Earthlite brands. "The launch of our app is a big step for us," says Jim Chenevey, President and CEO of Earthlite and Living Earth Crafts. "It's great to see how this new technology allows us to better serve our customers." According to J. Brian Paris, LEC's Executive Vice President, "It's an honor to be recognized by the ISPA membership. The new customer service app is the latest signal of LEC's commitment to service excellence, worldwide."

"In the spa industry, we are very fortunate to have leaders that are constantly looking for new, innovative ways to grow our industry," said ISPA President Lynne McNeese. "We are excited to recognize this year's Innovate Award winners as their forward-thinking ideas continue to inspire others."

Mr. Chenevey shepherded Living Earth Crafts at the 2019 ISPA Conference & Expo, highlighting their recent developments in customer care.

About Living Earth Crafts-

Living Earth Crafts is the world's most recognized manufacturer of spa and beauty salon equipment. Since 1973, LEC has led the industry in product innovation by marrying sustainable manufacturing with comfort, function, and style. The Company has built a vast array of patents and proprietary technologies to enhance its product performance. The 2019 ISPA Innovate Award represents the third time LEC has won the award in the Technology and Equipment category in the past four years. Previously, LEC's Club Chair LE™ won in 2018, and LEC's Century City™ and Infinity GT™ treatment tables won in 2017. In addition, the Company has also garnered national recognition being voted by readers of *American Spa Magazine* the Professionals Choice Award for "Favorite Treatment Table Manufacturer" and "Best Company for Product Support" for 8 years running. In 2016, LEC was awarded "Sustainable Manufacturer of the Year" by the Green Spa Network.

About the International SPA Association-

ISPA is recognized worldwide as the leading professional organization and voice of the spa industry. Founded in 1991, ISPA advances the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professionalism and growth. More details on ISPA are available on experienceispa.com

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