FOR IMMEDIATE RELEASE

NEW FROGPRODUCTS.COM IS MORE THAN A WEBSITE — IT'S A COMPLETE WATER CARE RESOURCE CENTER

MINNETONKA, MN, Nov. 5, 2026 — King Technology®, a leader in water care innovation, announced that its FROG® brand has launched a redesigned FROGproducts.com, transforming the brand's website into a comprehensive digital resource center designed to be the go-to destination for pool, hot tub and swim spa owners seeking water care solutions, product support and expert guidance.

Key features include:

- Solve-A-Problem troubleshooting tool
- Hundreds of Knowledge Center articles
- Product comparison charts
- Manuals, FAQs and how-to resources
- Live chat support
- Dealer Locator

Enhanced Companion App
Alongside the website launch, FROG® has also introduced an enhanced FROG Water Care® App designed to put water care expertise directly into consumers' hands. It can be downloaded for free on Google Play.

The app features:

- Water testing support and personalized treatment recommendations
- Step-by-step troubleshooting tools
- Product guidance and recommendations
- Dealer Locator that connects consumers with their nearest authorized FROG dealer for local expertise and product availability

"The new site makes it easy for people to find the answers they're looking for, from wondering why their water is cloudy to how to fix it. It also connects them to local dealers or our water care experts for additional support," said Crystal Dvorak, Director of Brand and Communications Marketing, King Technology.

Together, the new website and app create a connected water care ecosystem. Visit **FROGproducts.com** to explore the new experience.

About King Technology, Inc.
King Technology, Inc., based in Minnetonka, Minnesota, is a pioneer in water care innovation since 1978. With decades of experience, the company delivers solutions that simplify residential water maintenance for pools, hot tubs and swim spas.

About FROG® Products
FROG Products helps pool, hot tub and swim spa owners enjoy cleaner, clearer water with innovative water care solutions designed to simplify maintenance and maximize enjoyment.

Media Contact: jenny.radack@kingtechnology.com

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