

Dear Aquathin Dealer Online;

Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins very, VERY, VERY, VERY sooooooooooon.....

FROM AQUATHIN UNIVERSITY -- WHAT DO YOU WANT OUT OF THIS BUSINESS ?

People come to us and to you thinking about getting into this business as an owner, manager, salesperson, technician.....and desire to understand about their security and future. Share the following with them as we do here..

About the water industry. Think about this. The spirit within us says when I grow up, I need to make a living so that my family can have all the things that we need...and therefore I have to be in a business (I assume that you all are here because you did not marry it or inherit it !). And if I have to be in a business, I WOULD CHOOSE : To be my own boss and provide a product or service that EVERYBODY NEEDS, WHERE COMPETITION IS WHAT I SEE IN THE REAR VIEW MIRROR BECAUSE I AM THE BEST...AND JUST TO MAKE MY LIFE EASY, MY BUSINESS SHOULD HAVE AUTOMATIC RECURRING REVENUE JUST LIKE AN ANNUITY, BE RECESSION AND FAD PROOF, WITH EVER INCREASING VALUE TO PROVIDE A HANDSOME RETIREMENT OR COMFORTABLE ESTATE FOR MY KIDS.

Now think about our industry and who we serve:

- 1. You get up in the morning and take a shower or bath...this is a type of working water.*
- 2. Make coffee, tea or juice which is a cooking and drinking water.*
- 3. Toss in a load of laundry or dishes into the dishwasher which is another type of working water. Go to work where you will encounter a 4. commercial use, 5. industrial use, 6. lab use of water or at the very least, 7. drink from a fountain or water cooler.*
- 8. Come home and take a dip in the pool.*
- 9. Or turn on the irrigation system*

I liken our market to old man Hanes, you know the guy who invented underwear. He looked at all those tushes and said "threes my market". Here each person has a capacity of a minimum of several and up to 9 uses for water...and we haven't discussed desal and wastewater.

Toss into the equation that no other industry has so many hundreds of millions of dollars spent in "free advertising" raising the Consumers' awareness for how bad their water is.

AH LIFE LOOKS PRETTY GOOD. WELL THERE ARE ONLY 3 THINGS THAT CAN SCREW THIS UP.

1. Someone invents a substitute for water....(pause, laugh) and that cannot ever ever happen.
2. The world runs out of water and nothing to treat...(pause) well the world is mostly out of clean healthy water already, so there's plenty to treat...but many areas are running out of water altogether from poor planning and weather.
3. Or you personally do not do a good job...either because of training, habits, product or any combination thereof. Although Aquathin makes the very best equipment in the world, it is only as good as the people representing it. By attending Aquathin U. and absorbing the continued training from Authorized Aquathin Dealers, you've made that commitment to be the very best.

WELCOME ONCE AGAIN TO AQUATHIN UNIVERSITY WHERE WE ARE GOING TO GIVE YOU THE TOOLS.... THE TRAINING, THE SKILLS, THE BEST PRODUCTS, TO DO A GREAT JOB...FOR A VERY VERY LONG AND ENJOYABLE CAREER....THE REST IS UP TO YOU.

Aquathin begins its 25th Anniversary Celebration...25 YEARS PURE EXCELLENCE...enjoy the ride !

I love my Aquathin !

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"Alfie"

Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.