

Sent: Tuesday, February 19, 2002 2:21 PM
Subject: WEBSITE GUIDED TOUR OF NEW ATTRACTIONS !!!!!

Dear Aquathin Dealer On-Line;

STOP AND LOOK AT THIS !

*It gives us great pleasure to offer you a guided tour to all of the newest attractions and innovations added to the Aquathin website....**your** website! Please print out this email message so that you can follow along with the tour. Prepare to have your socks knocked off !*

Warmest regards to all,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 22nd birthday in 2002 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

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

A GUIDED TOUR OF YOUR AQUATHIN WEBSITE FOR NEW ATTRACTIONS

1. Go to www.aquathin.com and you will see the new "Splash" page as it is referred to while listening to the first line of the Aquathin jingle. Oh yes, have your speakers on !
2. Click "Enter" at the base of the Splash page and it will take you to the Aquathin Homepage. You are listening to the theme of Mission Impossible. The thought for this theme comes from an advertising campaign in the trade journals we did almost 21 years ago entitled "Mission Accomplished" when the so called know it alls said we could never combine RO and DI into one tiny system.
3. Under the large Aquathin Logo at the top, you see "Nobody Does It Better". Click this and you go to the **Evolution of Pollution** page from your World of Aquathin brochure while listening to Accentuate The Positive. This is an informative piece as you well know and worth directing your prospective customers to before your appointment.

4. Now in the middle of this page you see "**Click here to see the many benefits of softened water**". Click here and you will go to a terrific PDF brochure that again you will want your prospective clients to visit. You will need to have Adobe Acrobat Reader installed in your computer to open the PDF file. An automatic window of Adobe will come up and open the file. If you do not have it, an automatic window of Adobe will allow you to download the program free of charge.

5. Click the "Back" button at the top now and go back to the Evolution of Pollution. Click "Back" again and return to the Homepage. Now click the Products tile to the left and when you get to the Products page, click on the first RODI Mouse for Point of Use and you will see a grouping of the Point of Use products. Click on the Kitchentop picture or its subtitle and you open **the new style of products page**. This is actually a printable catalogue sheet complete with backside specifications. So, if you are ever short of brochures, you can now print a few from your website. You will see that all of the Point of Use units have been converted and the Point of Entry models such as the MegaChar, Soft & Clean and Synchronomatic have been converted as well. All of the Blue Print Technical sheets in your Master Catalogue will be available in full color on the website soon.

6. Click the "Back" button and go to the top of the page where you see a long silver bar entitled **Free OnLine Water Analysis and System Rx** (prescription). Click the bar and read some very very exciting information. Follow Step One and you will see the PDF file for the **Aquathin Rainbow Test Sheet and Explanation**. Go ahead and print this out if you like. Click the "Back" button and drop down to the silver bar entitled **Residential MatRx** and click here. You will see a small window that allows you to open or save a Microsoft Access file. Click open and you will download automatically this exciting matrix. It may open small so just click the expand frame icon in the top right. Here comes the FUN. After you do a water analysis and record the results onto the Rainbow Sheet, insert the values into the corresponding ranges on the MatRx. For example if your water pressure was 25psi, you would click on <45psi in the window for Water Pressure. After you have completed filling in all the information, read the notes to the bottom, then click on the lower silver bar entitled Show Me Recommended Products. You will receive all the systems that can meet your clients concerns. Now of course, you may have to add a little of your Aquathin University expertise, but this impressive presentation helps you solidify to your customer why you have chosen the systems for them. **NO OTHER COMPANY DOES THIS SO BE SURE TO USE IT!** After you print out the prescription, the program will go back to the Water Analysis Page.

7. Click on the lower silver bar entitled **Commercial MatRx** (in Espanol and English). This exciting matrix helps you prescribe the complete range of Aquathin Water Conditioning Systems. You will have fun playing with it. Simply plug in items 3,4,5,6 in the yellow areas of column B and receive your accepted choices. I will be pleased to personally work with you on this matrix. It too will solidify your clients approval of your prescription and at the same time act as a checks and balance on your choice.

8. Allright, now click all the way "Back" to the Homepage (or go to bottom of page and click "Home"). Once there, click on the Technology Ratings tile. You will see the Aquathin Report Card (in Espanol and English) come up while listening to We Will Rock You by Queen...what

did you expect...of course we rock you! Go to the bottom of the Report Card and you will see a bar entitled **RODI Superior Efficiency**. Click the bar and see the PDF sheet from Aquathin University. The Aquathin Report Card and the RODI Efficiency Chart are excellent tools to assist your sales persons in helping the customer get the point that Aquathin is the wise choice.

9. Click "Back" all the way to the Homepage (or go to bottom of page and click "Home"). Go to the lower middle portion of the Homepage where you will see **The Aquathin Allergy Store**, click to enter an entirely new and exciting division. Aquathin Corp. and The Allergy Store, an Authorized Aquathin Dealer in Davie, Florida joint ventured this project of tremendous potential. We recognize that those with health concerns are also concerned with water purity. Hence we built a website that is informative and allows the viewer to obtain a quick look at all the products (click **Allergy Solutions Index** at top) that will be of interest to them for that specific concern and to purchase the best of the best in allergy relief and environmental control products. Aquathin and The Allergy Store have structured this program so that there is nothing for Aquathin to purchase, nothing to inventory, all orders are dropped shipped to the customer from The Allergy Store ...and here is the great part---**COMMISSIONS!!! THIS COMPLETE WEBSITE WILL BE AVAILABLE IN 4-6 WEEKS FOR EACH AUTHORIZED AQUATHIN DEALER, COMPLETELY CUSTOMIZED WITH YOUR OWN INFORMATION. FOR DETAILS YOU MUST CONTACT ME DIRECTLY---and yes we have made the cost incredibly cheap.** The program includes a momentum gathering cross promotion process to continue sales and orders for all your water treatment products. We expect to see hundreds of customized The Aquathin Allergy Store websites in a very short time.

This entire website with all the working matrices will be available on CD-ROM so that you can cruise through it off line with your customers in your office, at their home or from a laptop.

While we are in the first phase of running this new website, please report any difficulties you may encounter i.e. graphic not showing.

And lastly, you are cordially invited to sign your customers up who have emails to receive a copy of your industry News Bulletins and Forum Q & A. Not only will they stay informed of industry news and reminded why they made the best choice in purification and water treatment products, they will continue to be drawn to your website and enhance the branding of the product...for more referrals. Not one other company does this for the retail customer. Please make a special point of this in your presentation by showing the client a few samples of the previous News Bulletins and Forum Q & A. The customer today is informed!!

I wish to thank Chris Hamlin, Al Esper, Christian Vielli, Mike and Cheryl Krause and Matthew "the technician" Lipshultz for their expert talents in creating the most incredible website and marketing tool this industry has to offer.

AQUATHIN...ON CRUISE CONTROL AT MACH 1 !!