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**From:** AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]

**Sent:** Friday, March 28, 2008 2:00 PM

**Subject:** BIZ BANK: UNDERSTANDING THE "VALUES" OF YOUR COMPANY...OBTAINING THE HIGHEST MULTIPLE...WHEN THE TIMING IS RIGHT

**Importance:** High

[this is a Dealer Sensitive NewsBulletin sent only to Dealers]

Dear Aquathin Dealer OnLine;

In view of all the reports I've given you in the recent two years, and your own growth experiences, it is my educated opinion and pulse on the water treatment industry, that our industry...and specifically Aquathin Corp. Dealers are poised for exponential growth over the coming 5 and 10 years due to many factors including growing consumer awareness and negative perception (which includes the growing public replacing ordinary systems with Aquathins!), toilet to tap, commercial businesses suffering reduced efficiencies / higher waste due to inferior water quality. And that means a Dealer contemplating selling his business today results in forfeiting higher net gains in the future.

Yet, as Aquathin continues its long path of success, a few of the earliest Dealers are thinking about establishing the value of their company for prospective sale. I am extremely honoured and at the same time, humbled to participate in creating this exciting and mutually rewarding adventure journey called Aquathin. Selling your business will be one of, if not the most important financial decisions and events in your life. When an established Dealer is considering the sale, it is best to interview a professional business evaluator who can expose the full value with many things considered. The evaluators need to be industry specific knowledgeable because there is much to consider in the valuation that also includes working in an industry that is fad proof, recession proof, contains recurring revenue, and representing Aquathin Corp. USA (goes to Durable Competitive Advantages...see pasted below). The evaluator chosen will assay the value of your company, which will include the strength of your supplier, and prepare an in depth report...equally as important as making absolutely certain that the prospective buyer has the business experience and financial where-with-all to continue your successful path.

Let me share with you a recent scenario. Here is the Cliff's Notes version of the negotiations between the Authorized Aquathin Dealer and a prospective buyer "after" the prospective buyer reads the evaluator's report and is impressed with the Dealers growth, profit, margins, supply side support...and has financial capacity to do the deal:

Prospective Buyer: "Yes, I am interested in buying your business, but I believe I can do this myself as a start up."

Authorized Aquathin Dealer: "When it comes to health and security, Customers want the best...and that includes the very best purification system that removes all contaminates to the best possible capacity. The only one that can do this is the Patented Aquathin Process. When it comes to a Customer's investment consideration in a water treatment system, Customers want to see a company loaded with security, stability, stellar warranties, longevity, reputation, achievements, accomplishments, honours and awards...and they like Made In America. Only Aquathin is fully dressed with all of these Durable Competitive Advantages. So, you can be an existing Aquathin Dealer here or an unknown startup, naked, trying to compete against my Aquathin Dealership."

Prospective Buyer: "Those are indeed good points. So I'll call Aquathin direct."

Authorized Aquathin Dealer: "Yes, you can do that. They will tell you that my company is the Exclusive Authorized Aquathin Dealer for this area. And you now have all the tools in place to hit the ground running, enjoying the

momentum that The Aquathin Brand and Aquathin Dealer Network have created both domestic and international, use of a broad range of unique and proprietary equipment, all of The Brand's good faith, good will, value added, of one leading and esteemed manufacturer's in the water treatment industry. And you will enjoy the same friendship with the President that I have enjoyed these many years."

Your Aquathin Exclusivity, and all that goes with it is the bottom-line true factor to receive the highest multiple value for your company's true worth...when the time is right.

When the time is right, we are here to assist you in your direction and course for retirement and security...remember, timing is everything and the next 5-10 years can make all the difference in attaining a higher level of financial and state of mind satisfaction.

One last point here: Concerning new technologies i.e. nanotech, etc. Discussions for nano technology treatment is upstream at the water plant, does not deal with "emerging contaminates" nor the 7500 known contaminates presently in review of which only 91 are regulated, nor does it deal with the aging piping infrastructure to the home or business. Aquathin has always been at the top of its game regarding POU / POE / Commercial RO patents and proprietary technology (No One Does It Better!)...and again, we pride ourselves for our excellent pulse on the industry. There are no other new POU / POE / Commercial technologies we can see on the horizon for the next 5-10 years...and even if there were, it would take 15-20 years to become acceptable mainstream...and even if it was destined to be mainstream, you can be assured that Aquathin would be involved and that the power of The Brand will give it recognition.



I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

FOR THE BEST TASTE IN LIFE &  
28 Years Pure Excellence  
...and another Quarter Century re-inventing the water industry !  
Think Aquathin...AquathinK !

( visit the allnew [www.aquathin.com](http://www.aquathin.com) )

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"Alfie"

Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A" , "Allergic Reaction" , Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.

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**From: AQUATHIN SALES & MARKETING [<mailto:salesandmarketing@aquathin.com>]**  
**Sent: Wednesday, January 02, 2008 10:07 AM**  
**To: [Info@Aquathin.Com](mailto:Info@Aquathin.Com) ([info@aquathin.com](mailto:info@aquathin.com))**  
**Subject: HAPPY NEW YEAR!...IT'S ALL ABOUT "DURABLE COMPETITIVE ADVANTAGES"**

Dear Aquathin Dealer OnLine, Splash NewsBulletin Members and Friends;

## HAPPY NEW YEAR...2008 IS GONNA ROCK !

This is the 28th time I have the pleasure and responsibility to wish you Happy New Year...and all because of Aquathin's many "DURABLE COMPETITIVE ADVANTAGES" that have resulted in both yours and Aquathin's growing stellar domestic and international reputation and presence.

FACT: 85% of all businesses (including within the industry water treatment manufacturers their distributors and their dealers) fail within the first five years. For many other companies that seem to enjoy growth beyond five years, they ultimately cannot pass the test of time because they do not POSSESS DURABLE COMPETITIVE ADVANTAGES that allows them to control change in their favour.

FACT: Authorized Aquathin Dealers know, experience and enjoy the security that comes with Aquathin's DURABLE COMPETITIVE ADVANTAGES 24/7/365. aaaaaaaAAAAND additionally, Aquathin Dealers enjoy the security in knowing that as an Authorized Aquathin Dealer, you don't compete against Aquathin and its many DURABLE COMPETITIVE ADVANTAGES.

Let's take a look at a super 2007...and from added and accumulating accomplishments, achievements, honours, awards...and sales, this has been another record setting year:

1. New redesigned Family / World of Aquathin Brochure
2. New Quote Bank Presentation Form
3. New Systems Manuals
4. New Systems Animated Manuals
5. Honoured by The Lance Armstrong Foundation
6. Honoured by Broward County and State of Florida to receive the Emerald Award
7. New 100+Super Quad Sediment Filter
8. New Aquathin Traveling Backpack

9. Flew through ISO9001:2000 Audit
10. New D1, P30, P50 Robust Design
11. New Daily News Journal Sheet
12. New ADI (YES, LeadOut) Tooling
13. Welcomed Virtual Jennifer to Team Aquathin on Website
14. New RO119 Tank
15. New Patent
16. 2 New Trademarks: Volopur & AquathinK
17. And Aquathin continues to grow its financial and technical strength.

So, what's up in 2008...

1. New advertising in the trade journals
2. Beef up Aquathin's internet presence to increase Dealer visibility
3. Sweetwater will reappear with new branding...Aquathin Ultra Pure Water & Ice To Go!!!
4. Completion of WQA Gold Seal Certifications
5. and watch for 3 NEW AND IMPROVED PRODUCTS.
6. And for 2008, my crystal ball tells me that the domestic economy and world troubled hot spots will continue to be at odds. Aquathin's goal is STAY THE COURSE AND PATIENT ADMINISTRATION WITH IMPROVED EFFICIENCIES THAT FURTHER ENHANCE AQUATHIN'S MANY DURABLE COMPETITIVE ADVANTAGES.

My friends, in view of water's growing global many issues which include scarcity, intense consumer awareness over growing pollution, their related health issues, governments' lack of funds for rebuilding inferior infrastructures, growing use of reclaimed waste water, failure of deep well waste water injection, lack of enforcement of laws against illegal environmental polluters, tolerance of legal environmental polluters...and Aquathin's many DURABLE COMPETITIVE ADVANTAGES , 2008 AND BEYOND LOOKS VERY VERY NIIIIIIIIIIIIIIICE ! ENJOY THE RIDE !!!

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