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

Sent: Monday, April 14, 2008 2:58 PM

Subject: THE ECONOMY...GUESS WHAT, WE SAW SIMILARITY IN 2000 DOT COM AND 2006 CONSUMER CONFIDENCE...& ENJOYED RECORD SETTING YEARS

Dear Aquathin Dealer OnLine;

Gasoline and petroleum commodities brokers are artificially manipulating prices...they did it 4 years ago, and they did it before that. It is neither a matter of supply/demand nor no new refineries in 30 years (as the oil boys would have the world believe)...Exxon Mobile's recently deposited \$40B net profit proves that. Today the Associated Press-AOL Money & Finance poll stated that 60 percent of homeowners polled said they definitely won't buy a home in the next two years...and we saw that too in the mid 80's when interest rates skyrocketed to 21% (thank you Jimmy Carter).

You know what else you saw...the birth of Home Depot, other home renovation entities...and increased Aquathin sales. People engaged in making what they have more comfortable, more secure, more enjoyable. Today, and unless you are an ostrich with your head in the sand, you see that good restaurants are filled, casinos are filled, hotels in New York, Miami, London, Singapore are filled, colleges and universities are packed, Interstate 95 and M25 are packed with cars, trucks, buses...and every airplane I've been on in the past year is packed like sardines. You know why?????? because the real estate and mortgage industry represents a paltry 5% of the stock market...and the dot coms were far less. I am sorry for those who are suffering for purchasing too-good-to-be-true mortgages...I am not sorry for the real estate speculators (builders, lenders, buyers) hyper fueled by greed.

And I am happy for all Aquathin Dealers recognizing the opportunities that these times present i.e. businesses who cut back toss out bottled water delivery and replace with leased central purification systems and bottleless water coolers...Dealers staging booths in malls taking advantage of the high foot traffic seeking home improvement options...2nd and 3rd generation Aquathin owners purchasing their own Aquathins.

International governments are rewriting lending rules, and banks will emerge stronger. A very large magnifying glass is about to look into oil and see the choking monopolies government assisted in creating, for what they are. The media exacerbates the negative and rarely finds positive newsworthy items to report...so the moral of the story...don't read the newspaper Monday thru Friday. Remain focused as you've always been. Remember, water is consumed by every one and used in every industry multiple ways per day...water is getting worse and municipalities cannot comply with old regulations let alone new ones...and the only thing that could ever harm our industry is if someone invented a substitute for water. That isn't in the stars!

Lastly, the New Planner goes to publication in May. We held off again this year for a month, like last year, while we negotiated all costs. You will be impressed with how well Aquathin has controlled your costs ! And that is another meter on the economy is not the horror media makes it to be.

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 !

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"Alfie"

Alfred J. Lipshultz, President

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