

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

Sent: Tuesday, April 22, 2008 11:53 AM

Subject: DEALER SENSITIVE NEWSBULLETIN: OFFICIAL HQ WELCOME TO EMPLOYEES

[this is a Dealer Sensitive news bulletin]

Dear Aquathin Dealer OnLine;

Whenever an Aquathin Dealer emails us the names and email addresses of new "Recruits" (includes Salesreps, Technicians, Clerical), your new Aquathin Family Members are added to the "SalesRep/Tech" email list to receive Forum Q&A, Splash, BizBank, TechBank NewsBulletins (never Dealer Sensitive) to grow their knowledge and hone their skills...and to round out their feeling of belonging to the Aquathin Family.

Three weeks ago, we began to also send our "OFFICIAL WELCOME TO AQUATHIN LETTER" to new Team Members. This letter comes from the opening remarks of the first day at Aquathin University. Please read the letter pasted below that they receive via email.

In the near future you will receive information concerning the new E Star and E Award recognition program in a formal announcement. You will be very impressed and pleased.

I look forward to OFFICIALLY WELCOMING your new Team Members into the ever growing Aquathin Family.

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)

** AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) **

"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.

Dear [new Team Member name here];

I have received your introduction from my friend [Aquathin Dealer Name here], and wish to convey my sincerest thanks and welcome to the ever growing Aquathin Family. In addition to the fine training you are about to receive, I respectfully recommend that you thoroughly review the Aquathin Website for all of its products, accomplishments, achievements, honours and awards...as they are yours and your best tools. Also, please look at the Banks section specifically Forum Q & A and Aqua Q's for excellent marketing and educational assistance.

We have taken the liberty to add your email address to the Aquathin Splash NewsBulletins, a free service to all Aquathin Dealers and Customers regarding technology updates and industry news.

Gentlemen / Ladies, you are launching a very rewarding career. 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. And if I have to be in a business, I WOULD CHOOSE : To be in control 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....AND AT THE END OF THE DAY, I CAN SAY, I MADE A DIFFERENCE.

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 "there's 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...and that cannot ever ever happen.
2. The world runs out of water and nothing to treat...well the world is mostly out of clean healthy water already, so there's plenty to treat.
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. And that's why we make the very best Dealers in the world !

WELCOME ONCE AGAIN TO AQUATHIN 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 celebrates its 28th Anniversary...28 YEARS PURE EXCELLENCE...enjoy the ride !

I love my Aquathin !

Warmest regards,

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