
From: AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]
Sent: Tuesday, April 29, 2008 6:01 PM
Subject: DEALER SENSITIVE NEWSBULLETIN: 2008-2009 PLANNER INFO.

This is a Dealer Sensitive NewsBulletin sent only to Aquathin Dealers

Dear Aquathin Dealer OnLine;
AQUATHIN PLANNER 2008-2009 COVER

As you know, Aquathin normally publishes the new annual Aquathin Planner in mid March so that we are able to obtain raw material and supplier information and plan for the majority of price increases headed our way [refer to 2007-2008 Planner cover letter page 9, PRICING -- OUR PLAN TO CONTROL PRICE INCREASES]. Like last year, we are taking an extra 4 weeks to be absolutely certain that all petrochemical component and fuel surcharges are understood so that we can avoid a multitude of frustrating and confusing changes in the future. Most systems and components have been reviewed and we are now finalizing the Commercial / Industrial Softening and Filtration Systems.

So, are you sitting down? No really, I mean sit down!?! As discussed earlier, using our strong cash position, Aquathin continues to leverage most of our raw material and components contracts with continued increased volumes, permanent scheduled release dates to Aquathin (while we still maintain a 3 month inventory in-house...inventory on hand = rapid system turn out...and that beats today's paltry bank interest rates), obtained favourable inbound freight costs using supplier participation including freight free in most cases from our largest suppliers, we continue the practice of prepaying 92+% of our orders....all that and our sharp perception and initiation of the 1.6% IEPCC sharing the incremental costs over our consumable base volume...and we do not believe there will be any significant price increases for 2008-2009 ! Aren't you glad you are sitting down ! My friends, this is once again huge news. Yes, for those of you who have been with Aquathin the longest, all know full well, that we have had minimal price increases over the years, and mostly affecting the largest items using plastics i.e POE Products. However, the oil and natural gas futures market manipulations have played havoc, and we know that your would-be competitors are really getting spanked !...another reason for several manufacturers bailing out or further cheapening already inferior products.

AQUATHIN GO GREEN: I am pleased to be giving you first glimpse of the new 2008-2009 Aquathin Planner Cover (see attached) with the **GO GREEN** theme. Soon you will enjoy all the exciting things coming your way...and all without the fear and anxiety of price shock !!!

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.

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"Alfie"
Alfred J. Lipshultz, President

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