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

**Sent:** Friday, January 02, 2009 2:15 PM

**Subject:** HAPPY NEW YEAR...30 ROCKS !...ITS ALL ABOUT DURABLE COMPETITIVE ADVANTAGES

**Importance:** High

Dear Aquathin Dealer OnLine & Friends;

## HAPPY NEW YEAR...2009 IS GONNA ROCK!

This is the 29th 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. Remember when Aquathin announced our 25th Silver Anniversary Two Year Celebration! Well, we'll all be enjoying the exact same thing...skipping right over 29 and initiating a full 2 year event celebration of 30 Years Pure Excellence !!! Over the past 3 weeks, you began to see a phase in of 30 Years Pure Excellence in our correspondences, literature and product labeling.

And for 2009, 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 COARSE AND PATIENT ADMINISTRATION WITH CONTINUED IMPROVED EFFICIENCIES THAT FURTHER ENHANCE AQUATHIN'S MANY DURABLE COMPETITIVE ADVANTAGES.

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. aaaaaaaaAAAAND 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 2008...and from added and accumulating accomplishments, achievements, honours, awards...and sales, this has been another banner year:

1. Honoured at The White House Oval Office with the E Star Awarding
2. Halal Certification

3. Legally Safe & Totally Safe published in WC & P
4. Aquathin Website soars past 6,000,000 hits
5. 3D Bank goes live
6. New Etched Standard Carafe Faucet
7. AquaShield Diamondback Expands Product Base
8. New redesigned Family / World of Aquathin Brochure
9. New Quote Bank Presentation Form
10. New Systems Manuals
11. New Systems Animated Manuals
12. Honoured by The Lance Armstrong Foundation
13. Honoured by Broward County and State of Florida to receive the Emerald Award
14. New 100+Super Quad Sediment Filter
19. New Aquathin Traveling Backpack
20. New Aquathin Commemorative Silver Pen
21. Flew through ISO9001:2000 Audits
22. New D1, P30, P50 Robust Design
23. New Daily News Journal Sheet
24. New ADI (YES, LeadOut) Tooling
25. Welcomed Virtual Jennifer to Team Aquathin on Website
26. New RO119 Tank
27. New Patent
28. 2 New Trademarks: Volopur & AquathinK
30. New advertising in the trade journals
31. Beef up Aquathin's internet presence to increase Dealer visibility

32. Aquathin Ultra Pure Water & Ice To Go!!!
33. WQA Gold Seal Certification Program
34. GO GREEN Logo & Poster
35. THE PEARL !
36. 30 ROCKS TWO YEAR CELEBRATION !!!
37. And Aquathin continues to grow its financial and technical strength.

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 , 2009 AND BEYOND LOOKS VERY VERY NIIIIIIIIIIIIICE ! ENJOY THE RIDE !!!

I respectfully urge you all to start amending your correspondence closings, update your presentation forms and business cards to [30 Years Pure Excellence](#), for many reasons. Your existing and prospective Customers feel secure in doing business with a long established company...your Team feels pride in being a contributor to this great Milestone...and more than ever before, there are many unhappy water purification owners of other products out there who bought on price alone and who have become "orphans"...meaning that they can no longer get service because the guy they bought from is out of biz, or Home Depot (and the like) no longer carries replacement filters. Those people don't go back to tap water...they look for more reputable company...aaaaaaaaaaaaaaaaAND the first question they ask is not how much...but how long have you been in business? [30 Years Pure Excellence !!!](#)

**HAPPY NEW YEAR !** I LOVE MY AQUATHIN ! **30 ROCKS**...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 &  
[30 Years Pure Excellence](#)  
...into another Quarter Century re-inventing the water industry !  
Think Aquathin...AquathinK !  
( visit the all new [www.aquathin.com](http://www.aquathin.com) )

\*\* AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) \*\*  
& 2008 PRESIDENT'S E STAR AWARD RECIPIENT ( visit [www.aquathin.com/estar2008.pps](http://www.aquathin.com/estar2008.pps) )

*Alfie*

Alfred J. Lipshultz  
President & CEO

P.S. "Splash NewsBulletins", "Forum Q & A" , 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.