

From: AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]
Sent: Monday, January 12, 2009 4:17 PM
Subject: 30TH "PEARL" ANNIVERSARY ANNOUNCEMENT !!!!!!!!!!!!!!!!!!!!!!!!!!!!!
Importance: High

Dear Aquathin Dealer OnLine;

HAPPY NEW YEAR...AND HAPPY 30TH BIRTHDAY !!!

YES, WELCOME TO THE 30TH ANNIVERSARY OF AQUATHIN CORP. USA !!!...a whole 24 months of celebration, specials, products, promotions and events !! Aquathin turns 30 in 2010 to enjoy its PEARL ANNIVERSARY -- 30 YEARS PURE EXCELLENCE. It's a great feeling of self satisfaction and accomplishment to be an Authorized Aquathin Dealer. And for our newer Dealers, well you could not have picked a better time to consider the many benefits AND DURABLE COMPETITIVE ADVANTAGES of becoming a member of the ever growing Aquathin Family. The celebration begins !!!

PRESENTING THE ALL NEW PEARL MODEL -- 30TH ANNIVERSARY EDITION
& WITH 30 STAGE LEVELS OF PROTECTION !!!





This past October, we announced that several Aquathin Dealers have asked us to consider "marrying" the Aqualite and AquaKing. Attached herewith is the absolute most compact design achieved in THE PEARL...and remains very easy to service annually. [Check the fantastic gel coated 3D label commemorating the 30th Pearl Anniversary !!!](#)

Such a combination presents ultimate robust prefiltration with membrane longevity. Customers view the debris accumulating in the prefilter housings and the Patented RODI includes full automation with the Patented Full Featured IQ-EMP. Prefilter combinations include 100+Super Quad, 100+GAC the 100+AS AquaShield followed by the Aquathin XF-HRO and ADI.

AND 30 STAGE LEVELS OF PROTECTION!!!

Stages 1-4 Aquathin 100+ Super Quad Sediment Filter

Stages 5 & 6 Aquathin 100+ Granular Activated Carbon Filter

Stages 7 & 8 Aquathin 100+AS AquaShield Antimicrobial Carbon Block Filter

Stage 9 Aquathin XF-HRO Xtra HiFlo Thin Film Composite Reverse Osmosis Membrane

Stages 10 - 14 Aquathin Deionization Multi Chambered Module

Stages 15 & 16 Aquathin Carb 6 Post Filter

Stages 17 - 21 Aquathin Patented IQ-EMP Self Diagnostic Controller

Stages 22 & 23 Aquathin Proprietary Stainless Steel Feed and AutoFlush Valves

Stages 24 & 25 Aquathin Proprietary Heavy Duty Micro Pressure Switch Sensors

Stages 25 & 27 Aquathin Backflow Prevention Valves

Stage 28 Aquathin Anodized Aluminum Bracket

Stage 29 Aquathin Exclusive Lifetime Warranty !!!

Stage 30 aaaaaaaaaaaaaaaaaaaaaaaaaaaaaand Aquathin's Exclusive Golden Guarantee !!!

New reinforced rugged packaging has been approved. New Pearl Labels, aluminum anodized frames, and IQ-EMP panels in stock. Catalogue Sheets, Print Manual, Animated Manual, 3D Bank to be completed in 2 weeks. Production begins soon. Oh, and here's the best part...the cost is ONLY ADDING VIRTUALLY THE PRICE OF THE T-PFP (\$79...see page 40 in the Planner) to the Aqualite XF.

Water quality perception at the Consumer level continues to change for the better...but our industry has not...except for Aquathin...always a decade and more ahead! No other company in the water treatment industry has amassed more accomplishments, achievements, honours and awards, patents, trademarks, product depth and Dealer Support venues than Aquathin Corp. USA...all available 24 / 7 / 365 to Authorized Aquathin Dealers...and integrated into your Customer presentations to educate Consumers that NO BODY DOES IT BETTER THAN YOU !

AND HERE'S ONE MORE FOR THE RECORDS...many Aquathin Dealers are enjoying their own 5, 10, 15, 20, 25+ year anniversaries -- in a tough economy ! Your \$ucce\$\$ and longevity is a testimony of our loyalty and evolving Business Plan here at Aquathin Corp. USA.

OK, SO LET'S HAVE SOME FUN NOW !!! Our Marketing Team is developing an incredible program that includes NEW 30TH ANNIVERSARY SATIN JACKETS...STERLING SILVER PENS...30TH ANNIVERSARY CHAMBRAY DENIM SHIRTS AND STAINLESS STEEL COFFEE MUGS...AND OF COURSE ALL 30TH PEARL THEME ORIENTED.

And each week, we'll email you the weekly PEARLS OF WISDOM...updates of the successful 25th Anniversary AquaQ's. The PEARLS OF WISDOM are to help you and your Team Training to commit to memory the major Aquathin "Hot Facts" to arm your Team with and to whip out these big guns in educating your Customers exactly what makes Aquathin and Aquathin Dealers the very best in the industry. Here's a PEARL OF WISDOM sample:

How Many Years Has Aquathin Been In Business?

(a) Seems like a lifetime with all the products and accomplishments these guys create !

(b) 30 YEARS PURE EXCELLENCE !

(c) Geez, I can't tell...Alfie looks so young !

Of course, the answer is (b). Watch for the PEARLS OF WISDOM every week...and we're not done ! This is a great start with much, much more to come. Ladies and gentlemen, you have an excellent story and superior products for your Customers. There aren't many companies that are privileged to reach the 30TH PEARL ANNIVERSARY MILESTONE. As we teach at Aquathin University, when someone asks how old is "your" company...**STAND PROUD AND SAY 30 YEARS PURE**

EXCELLENCE !!!

AQUATHIN IS **30 !** THE CELEBRATION OF OUR PEARL ANNIVERSARY BEGINS
NOW !

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 &
30 Years Pure Excellence
...into another Quarter Century re-inventing the water industry !
Think Aquathin...AquathinK !
(visit the all new 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)

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.