

Sent: Monday, January 19, 2004 4:36 PM

Subject: CONSUMER EXPECTATIONS -- GUESS WHO'S KNOWN THIS ALL ALONG !?

Dear Aquathin Dealer OnLine;

CONSUMER EXPECTATIONS -- GUESS WHO'S ALWAYS KNOWN !.pdf

Authorized Aquathin Dealers have confidence in and rely upon Aquathin Corp. USA's multitude of resources to understand the various markets, their wants, needs, desires...because that is where the Consumer lays the bucks on the bench !

All of you have heard me say one time or another, "don't worry about the competition...besides competition is what we see in the rear view mirror ! Aquathin Dealers and our products are a decade or more ahead of the industry".

*Well, you are really going to appreciate our capacities and those remarks more than ever when you read the attached article by Peter Censky, President of the WQA, taken from this month's issue of Water Conditioning & Purification Magazine. **AND ITS FOR THIS REASON WHY WE DO WHAT WE DO....AND NO ONE DOES IT BETTER THAN YOU !***

Isn't great to be at the front...on top...ahead of the pack. I love my Aquathin !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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25 Years Pure Excellence

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(visit the allnew www.aquathin.com)

"Alfie"

Alfred J. Lipshultz, President

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