

Sent: Tuesday, August 23, 2005 11:34 AM

Subject: BIZ BANK: DID YOU SEE THE LOOK ON THAT GUY'S FACE WHEN HE TRIED TO BUY FACTORY DIRECT !
GOTTALUVIT !!

Dear Aquathin Dealer OnLine;

*Every once in a while, I like to send you scenarios that have transpired where your prospective or existing Customers (and even a few sales reps) have contacted Aquathin directly to receive pricing and products. Aquathin established a strong Dealer Support Policy (part of your Aquathin Dealer Experience) unlike any other company in our industry from day one...that results in strong Dealer Loyalty (as well as long and mutually rewarding friendships) which are three major reasons... of the many major reasons... why we all have achieved **25 Years Pure Excellence Together.***

Aquathin Axiom #40: One of the most important ways to manifest integrity is to be loyal to those who are not present. In doing so, we build the trust of those who are present.

Aquathin Axiom #51: If you have integrity, nothing else matters. If you do not have integrity, nothing else matters. At the end of each day, my integrity is in tact.

Enjoy the quick read below of how a prospective Customer attempted to "back door" and became a satisfied Customer in the "front door". Start at the bottom and head north !

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

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"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.

From: info@aquathin.com [<mailto:info@aquathin.com>]

Sent: 17 August 2005 14:09

To: Joe Guthrie

Subject: RE: Prices

Hi Joe;

Thank you for your email and good news of your sale. When a Customer tries to "back door" and receives the Dealer 'cc'-d "Lead Referral To Dealer Form Letter" it sends several messages including (A) the rock solid Dealer-Manufacturer bond; (B) the message of local Dealer stability and longevity due to factory support. The Customer either understands this immediately at first, or after their on going Aquathin relationship through their Aquathin Experience, your quality service and Customer Newsbulletins. (C) And once they get it, their heightened Customer Satisfaction ultimately leads to referrals.

I will add Mr. Courtney's email to the both our E-Service Notification and Splash Newsbulletin list by end of day. With your permission, I would like to send this message as a Dealer Newsbulletin.

Again our thanks and warmest regards,
Alfie

From: Joe Guthrie
Sent: Wednesday, August 17, 2005 5:52 AM
To: info@aquathin.com
Cc: Fergus Curley
Subject: RE: Prices

Dear Alfie

Mr Courtney purchased a unit on July 29th and it was installed on August 3rd - five days prior to his e-mail to you - perhaps he was trying to beat our price!

Joe

From: info@aquathin.com [<mailto:info@aquathin.com>]
Sent: 15 August 2005 15:09
To: 'Shane'
Cc: Joe Guthrie; Fergus Curley
Subject: RE: Prices

Dear Mr. Courtney;

Thank you for your inquiry and visiting the Aquathin website. Aquathin manufactures a broad spectrum of unique and patented water purification, softening and filtration systems servicing the residential, commercial and laboratory markets.

Established in 1980 Aquathin now produces over 70 patented and trademarked devices for markets around the world. Aquathin is an E.P.A. Registered manufacturer, ISO 9000 Compliant and recipient of the prestigious President's Excellent Award in Export from the U.S. Commerce Department and the Nation's Blue Chip Enterprise Award from the U.S. Chamber of Commerce.

For Sales, Service and Technical Support in Ireland please contact our friends and longstanding excellent Distributor at:
AQUATHIN IRELAND, PURE H2O
Tel; 351 91 380100
Email; see 'cc' above

They have many clients in Ireland over the past years. Please feel free to contact them directly. As well I am sure you will be hearing from them soon.

Again our thanks for considering Aquathin to provide your family the very best in home water security....and warmest regards,

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"Alfie"

Alfred J. Lipshultz, President

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

From: Shane Courtney

Sent: Monday, August 15, 2005 9:49 AM

To: info@aquathin.com

Subject: Fw: Prices

----- Original Message -----

From: Shane Courtney

To: info@aquathin.com

Sent: Monday, August 08, 2005 8:28 AM

Subject: Prices

Dear sir or madam,

Could you please supply me with a price of purchase, including postage of a home drinking water purification system,

Sincerely yours,

Shane Courtney.