

Sent: Saturday, June 12, 2004 12:23 PM
Subject: HEY...IT REALLY WORKS !

Dear Aquathin Dealer OnLine;

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team healthy, wealthy & wise.

You are really going to love this. On May 8, you received Aqua Q #15 concerning "It Costs Toooooo Much"....and I showed you a proper response in blaming "yours truly".

Well, Patrick Murphy of Crystal Clear Water Solutions, my friend and new Authorized Aquathin Dealer in deep southern Mississippi...who's permission I received to forward this on to you all, had a Customer who called and emailed us direct to get pricing. We of course referred the Customer back to Patrick (as you will read below). The Customer emailed again really agitated over price. I emailed her AquaQ #15 **verbatim** **!...** the timing to prove its power to you all could not have been any better since you and I had just corresponded about answering price objections at the same time in AquaQ #15. She and her husband are now Aquathin Customers. Please read below...enjoy... **and USE IT...IT WORKS !**

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.

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

From: "Patrick J Murphy"

To: <info@aquathin.com>

Sent: Wednesday, June 02, 2004 12:45 PM

Subject: Re: INFORMATION / MAILING LIST, comments

> Alfie,
>
> A warm welcome home, I hope you had a good trip....
>
> After working out a few minor details, the Ammazzaorso's made the wise
> choice to go ahead and begin improving the quality of their water, and life
> with the help of the BFF2 MegaChar.
> I'm also happy to inform you that the original quoted price stayed
> intact...as does my integrity knowing this: Thru Aquathin, I am able to
> offer my customers the best quality in water treatment at a very
> reasonable price.
>
> Alfie, thank you once again for all your help.
>
> Pat Murphy.
>
>
>
>
> From: <info@aquathin.com>
> To: "MURPHY, PATRICK & CAROLINE"
> Sent: Tuesday, June 01, 2004 6:01 PM
> Subject: Fw: INFORMATION / MAILING LIST, comments
>
>
>> Hi Patrick;
>>
>> How did this turn out?
>>
>> Awaiting your reply and warmest regards,
>> Alfie
>>
>> ----- Original Message -----
>> From: <info@aquathin.com>
>> To: ammazzaorso
>> Cc: "MURPHY, PATRICK & CAROLINE"
>> Sent: Monday, May 17, 2004 7:21 PM
>> Subject: Re: INFORMATION / MAILING LIST, comments
>>
>>
>>> Dear Marge;
>>>
>>> Sorry I was not available for your call at 5:50 pm this evening. I am
>>> preparing for a two week business trip abroad.
>>>
>>> Patrick did call earlier and advise your dissatisfaction for pricing. I
>> can
>>> assure you that Patrick's discounted price is more than reasonable. I
>> can
>>> understand how you feel. It seems that everything today costs too much:
>>> Housing costs too much; property costs too much; food and gas costs too

>>> much; a car costs too much. BUT, if it's an apology you want for our
>> price,
>>> then you have it ! I am sorry that our price is not lower...but as
>>> President of Aquathin Corp. USA, I made a decision and a promise years
> ago
>>> that we would never sacrifice lower quality for price. Your health and
>>> safety...and our future depend on it ! It's like this: we would rather
>>> explain price once than apologize for poor quality and service the rest
> of
>>> our lives. You know, there is hardly anything in this world that a man
>>> cannot make worse or cheaper...and the people who consider price alone
> are
>>> this man's lawful prey. Again, Patrick's discounted price to you is
>>> excellent value...we do want to earn your business.
>>>
>>> Also, you may wish to visit with Patrick regarding our patented RODI
>>> purification POU systems. If you purchase both the MegaChar and an
>>> Aqualite, Patrick is authorized to provide our Exclusive Extended
> Lifetime
>>> Warranty (which costs \$249) for free. And I am certain he would provide
>> the
>>> 10% discount again for the Aqualite as well. But to get the free
> Extended
>>> Warranty, both units must be purchased at same time. Consult with
> Patrick
>>> concerning details.
>>>
>>> Again our thanks 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.
>>>
>>> ----- Original Message -----
>>> From: <info@aquathin.com>
>>> To: ammazzaorso
>>> Cc: "MURPHY, PATRICK & CAROLINE"
>>> Sent: Monday, May 17, 2004 9:43 AM
>>> Subject: Re: INFORMATION / MAILING LIST, comments
>>>
>>>
>>>> Dear Marge & Joseph;
>>>>

>>> Thank you for your inquiry and visiting the Aquathin website..and
> thank
>>> you
>>> for your call this morning. 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 your area please contact
> our
>>> friends and Distributor at:
>>> Crystal Clear Water Solutions, attn; Patrick Murphy
>>> Tel; 228-586-5889
>>> Email; see 'cc' above
>>>
>>> Please feel free to contact them directly. As well I am
>>> sure you will be hearing from them soon. We have taken the liberty to
>> add
>>> your email address to the Aquathin Splash NewsBulletins, a free
> service
>> to
>>> all Aquathin Dealers and Customers regarding technology updates and
>>> industry
>>> news.
>>>
>>> Again our thanks for choosing 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.
>>>>
>>>>
>>>>
>>>> ----- Original Message -----
>>>> From: ammazzaorso
>>>> To: <info@aquathin.com>
>>>> Sent: Monday, May 17, 2004 8:15 AM
>>>> Subject: INFORMATION / MAILING LIST, comments
>>>>
>>>>
>>>>> SENDTO :info@aquathin.com
>>>>>
>>>>> SUBJECT :INFORMATION / MAILING LIST

>>>>> AQUATHIN CUSTOMER :no
>>>>>
>>>>> AQUATHIN DISTRIBUTOR :no
>>>>>
>>>>> ADD TO MAILING LIST :yes
>>>>>
>>>>> PURCHASE FROM :Factory Direct
>>>>>
>>>>> NAME :ammazzaorso
>>>>>
>>>>> COMPANY :
>>>>>
>>>>> ADDRESS :
>>>>>
>>>>> CITY :
>>>>>
>>>>> STATE :mississippi
>>>>>
>>>>> COUNTRY :usa
>>>>>
>>>>> ZIPCODE :
>>>>>
>>>>> PHONE :
>>>>>
>>>>> FAX :
>>>>>
>>>>> EMAIL :
>>>>>
>>>>> COMMENTS :I'am going to call you to purchase a
> megachar-bff
>>>> purification system. I do not know what the cost is, you do not
> indicate
>>>> this on your web site.
>>>>>
>>>>> thank you