

Sent: Thursday, March 11, 2004 10:16 AM

Subject: BIZ BANK: 25TH ANNIVERSARY IS A SHARED MILESTONE & EMAIL ETIQUETTE

Dear Aquathin Dealer OnLine;

1. The 25th Anniversary is a milestone that is shared by every Authorized Aquathin Dealer....no matter if your Dealership is 20+ years old or the ink is still wet on your Distributors Agreement. Use our closing below to finish all of your emails and letters i.e.

**FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence**
Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)

"your name"
Title

If you have your own website, plug it in. Others make free use of the Aquathin website as discussed in previous Biz Bank emails.

2. I receive over a hundred emails a day (not counting spam !) from Dealers, Vendors, and prospective Customers (I review all the Prospect emails and forward where applicable). Most Aquathin Dealers use proper grammar and punctuation. Many Vendors and Prospects lack that etiquette...which can be perceived by the reader (me or your Customer) as lack of professionalism and lack of true interest.

I am very old school on this and believe that emails should be written like letters...even the brief ones i.e. sincere opening, capital letters at beginning of sentences, proper punctuation, warm closing. Again, your message is an extension and mirror of the other good stuff you do.

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

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"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.