

Sent: Monday, August 02, 2004 4:54 PM

Subject: YOUR CUSTOMIZED / PERSONALIZED AQUATHIN WEBSITE & NEW AQUA GEAR
Importance: High

Dear Aquathin Dealer Online;

The amount of response to the new Aquathin website is absolutely awesome and as we expected. You will truly enjoy the four great news items.

1. **WEBSITE NEWS !** Compliments of the "kids" = Matt & Wayne, our web gurus.



A clever and excellent way to introduce your Clients to "your Aquathin Website" is to point out "that if you click the dot over the "i" of Aquathin in the logo, your kids will enjoy a neat surprise". Now of course all of us Baby Boomers remember the first computer game called "Pong". ...and it,s still fun because we don't have to be 'ambi-joy-stick-dexterous. Moreover, it's a very cool way to initiate a conversation for directing your Customers to your website i.e. "Mrs. Jones, thank you for your appointment Tuesday evening...in the meantime you may wish to visit our informative website...and have your kids click the dot over the i in the Aquathin logo for some fun".

Use it !

2. **CUSTOMIZING YOUR VERY OWN AQUATHIN WEBSITE**

As we advised in the Planner cover letter and previous correspondence, each Authorized Aquathin Dealer can have their very own NEW Aquathin Website complete with their address, phone, fax, and 10 Staff email addresses...AND IT'S **cheeeeeeeeeeeep**. \$995 one time setup and \$24.95 hosting and maintenance per month. Please review the agreement attached herewith and call or email me with any questions. Here's the two major benefits....you cannot produce your own website with all the information

for this price (try \$55,000+ in today's competitive market)...and the more Aquathin Websites clicked, the higher the rankings on the various search engines. July 2004 had a record amount of hits at 78,043 !! Aquathin already enjoys superior ranking...and that's why we have great people on board who maintain our & your sites and keep us all highly ranked.aaaaaaaand when you get your personalized Aquathin Website, you also will receive **FREE COMMISSION CHECKS** for products purchased through your side of the Aquathin Allergy Store ! Nothing to buy or inventory or ship...just collect **\$\$\$\$**.

In addition, you will receive our "Response Form Letters" so that you are able to promptly respond (without having to create your own letters) to requests for more information and requests for water analysis etc....and how to create your own email NewsBulletin address book for your Customers to receive our NewsBulletins and Annual Service e-Reminders.

3. **FORUM Q & A COMPLETELY LOADED IN "BANKS"**

All of these terrific and insightful ongoing educational series have been loaded and will be updated monthly with that month's Forum Q & A's. Now here is the really cool feature: when the Adobe pdf opens, you can "search" for what you want by using "CTRL+F", which opens the search window and typing the keyword(s) i.e. "radionuclides" into the search window. All articles on the subject will immediately come up. This feature will also be made available in all BANKS. Next BANK to be completed is AQUA Q.followed by Tech Bank and Biz Bank.

4. **AQUA GEAR !**

Below is a photo of the new Aquathin leatherette 25th Anniversary attache case. It is available, if you wish, as a substitute for the Aquathin watch or Silver Anniversary Pen...or you can have 3 attaches in lieu of the black satin jacket in the 25th Anniversary Celebration Promotion. The logo is multicolored embroidered and really looks hot ! Your SalesTeam will enjoy the esteem of whipping out their 25th Anniversary Pen from their 25th Anniversary Attache to make a presentation, while wearing their 25th Anniversary Shirt and Black Satin Jacket...all FREE in the 25 Silver Anniversary Promotion...and **ALL OF WHICH SENDS THE SUPREME MESSAGE TO YOUR CUSTOMER THAT "NO ONE DOES IT BETTER THAN YOU !"**



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.