

Sent: Friday, July 22, 2005 4:59 PM

Subject: BIZ BANK: A SATISFIED CUSTOMER IS A REFLECTION OF JUST HOW GOOD YOU REALLY ARE !

Dear Aquathin Dealer OnLine;

You are truly going to enjoy reading this from my friend, Eric Moya, Managing Director of Moya Roldan / Aquathin Costa Rica, for two reasons:

(A) What a zing on Culligan !

(B) The powerful reinforcement to a Dealer and his Team as for just how good we all really are.

Start at the bottom message 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: Friday, July 22, 2005 10:40 AM

To: 'Moya Roldan, S.A.'

Subject: RE: RO system

Good Morning Eric;

Thank you for your email. I recognized long ago, that many Aquathin Dealers are so focused on what they are doing themselves, they often somewhat forget just how good they are and just how good their equipment is...until their Customer elaborates on their impression...and this is why we built the NewsBulletins and Banks. I am absolutely certain that when Dale was admiring your Aquathin 600+24K, you felt extremely proud. And what you heard from him, I hear very often.

Aquathin Axiom #24:

Quality is recognized in 4 end user attitudes:

a. Either they have a love affair with the product, or

b. Are able to take it for granted...or,

c. When the Customer and Dealer makes me feel I've done them an unrepayable favour.

d. The long term-strength of a business is closely related to its ability to raise prices without much agony (= Customer's appreciation of quality).

Companies don't provide "job security"... satisfied loyal Customers do.

I will contact Dale today. And with your permission please, may I include your email into a Dealer emailing?

Awaiting your reply and warmest regards,

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25 Years Pure Excellence

Think Aquathin...AquathinK !!

*(visit the **NEW** www.aquathin.com)*

"Alfie"

Alfred J. Lipshultz, President

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

From: Moya Roldan, S.A.

Sent: Thursday, July 21, 2005 3:06 PM

To: Alfred Lipshultz

Subject: RO system

Dear Alfred:

Some days ago, we installed a 600+24K unit on Point Tech Inc. plant in Costa Rica. This is a branch of Point Technologies Inc, located in Colorado, USA.

While we were installing this unit, one of their technicians named Dale, was visiting this plant to teach personnel here about processes. This person Dale, was so impressed about the size, auto self diagnostics and water quality of our unit that he was like dissapointed with the RO unit they have in their headquarters in the USA. He told me they have a Culligan, assembled by them, with several leaks, etc. etc. and that they will like to analyze buying one Aquathin 600+24K unit.

Thank you and best regards,

Moya Roldan, S.A.

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25 años de pura excelencia
www.aquathin.com

Eric Moya
Gerente