

Sent: Monday, June 27, 2005 11:23 AM

Subject: HOW ABOUT SOME GREAT NEWS TO START YOUR WEEK !!!

Dear Aquathin Dealer OnLine;

HERE'S SOME PRETTY DARN GOOD NEWS TO START YOUR WEEK !!!

What the article does not mention is:

(A) Plenty of companies handling cheapees will come and go during this time (as they've done in the past). The good side is that this contributes to product awareness and market growth. When a Customer learns his company went out of business, the Customer does not go back to tap or well water...they go straight to the phone book and internet to locate a company with longevity, good reputation and quality products backed by Customer Service.

(B) The value of your business increases exponentially by how efficiently you drive it and because of articles published like this. aaaaand you can see by the growing number of articles I've sent you over the past 4 years, just how goooooood everything is getting.

(C) Our business is recession proof and fad proof because the consumables protect us.

ENJOY ! I LOVE MY AQUATHIN !!

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.

*News this week sponsored by: **Shimadzu Scientific Instruments, Inc.***

Study Predicts U.S. Filter Demand to Reach \$11 Billion in 2009

June 24, 2005

Demand for filters in the US is expected to increase 4.3% per year to more than \$11 billion in 2009, according to a new study from The Freedonia Group, Inc., a Cleveland-based industrial market research firm. Advances will be driven by ongoing sales in the aftermarket, which accounts for the vast majority of demand. Manufacturers' increasing interest in reclaiming production inputs from process water and investing in water recycling processes to reduce costs will also drive demand for filters. Increasing penetration of newer products, particularly motor vehicle cabin air filters and many varieties of home air and water filters, and the development of a significant aftermarket within these segments will fuel advances. Gains will be slowed by the ongoing development of filters featuring longer lasting media or other technologies that extend their useful life, thus negatively impacting replacement sales.

In 2004, fluid filters (e.g., fluid power, municipal water and waste, consumer water and industrial fluid filters) accounted for the largest share of total shipments, with 37 percent. Growth going forward will be buoyed by strong gains in the consumer market and a rebound in manufacturing activity. Although conventional fluid filters compete with high-end membrane separation technologies in certain applications, filter sales will benefit from the fact that such systems often use conventional filters as a pre-treatment step. Shipments of air purification filters are expected to post the strongest growth through 2009, driven by advances in manufacturing activity, changes in environmental regulations and gains in the consumer market.

The motor vehicle market will continue to account for the largest portion of total demand, with a 25-percent share in 2009. The consumer market is projected to post the strongest gains, powered by concerns about the quality of indoor air and potable water supplies and increasing penetration rates. Filter demand growth will be aided by robust sales of home water treatment systems and air cleaners, which require frequent filter changes, along with the development of high-efficiency filters for heating, ventilation and air conditioning systems. Filter demand in the industrial and manufacturing market (including pollution control and process filters) and utilities market will also register above-average gains.

Source: Freedonia Group, Inc. June 24, 2005