

**Sent:** Thursday, January 30, 2003 4:27 PM  
**Subject:** THREE SUPER SUCCESS STORIES

*Dear Aquathin Dealer OnLine;*

*Three Super Success Stories we all can be proud of. Enjoy !!!!!!!*

**I. Record sales for Aquathin Soft & Clean and AquaShield:** 2002 was a banner year and history making for many reasons. One such reason was the tremendous growth and appreciation for the design and efficiencies of the Aquathin Soft & Clean Water Conditioning Systems. Now you all know that I have never been that excited about water softeners....I can preach the features and benefits, but the biggest stand out feature most presented by you was the **Patented Clip Cabinet made with AquaShield antimicrobial**. And for those of you that have had Soft & Clean units in the field since the integration of AquaShield antimicrobial, I appreciate your comments for how clean and clear the brine water remains...no algae, slime or crud formation in the water or on the walls of the Clip Cabinet. Our recommendation: take photos of the interior or one of these installations and add it into your presentation.

Two side notes:

The AquaShield Filter is becoming a rider on the back of the MegaChar and TGST POE filters for protection against disease causing waterborne microorganisms...a cost effective response to budget minded Customers concerned with the expense of chlorination or UV. This is becoming so popular, you will see it as a packaged unit in the forthcoming new Planner.

Also, you will soon read in the Soft & Clean literature, the capacity for our cation resin to remove lead. There are areas where wells and / or delivery infrastructure contain lead (not to be confused with lead soldered joints "in" homes). Your Soft & Clean will easily remove up to 2 ppm lead from source water at POE.

**II. Aquathin Dealers Readily Sign Up Staff and Customers for Emailings:** We appreciate the comments you've provided regarding the benefits received from the quick and easy readings of Forum Q & A, Splash, Biz - Tech and Quote Bank. The proof of that appreciation is reflected in the number of your Customer email addresses you've sent us to add to the Splash mailings. Now a growing number of Dealers have requested their Staff be included on the emailing list to save time from printing and disseminating the newsbulletins...and to be sure the Staff does not miss out on the educational technology updates and industry news. We have made a separate folder for your Staffs' email addresses as we have done for Customers, Engineers, Real Estate, Doctors, Allergy Store Customers so that when we email "Dealer Sensitive" information i.e. pricing info or R & D news, only Authorized Dealers will receive those specific mailings. Sign up as many of your Staff as you like...including Sales, Tech, Purchasing, Logistics, Customer Service. An educated Staff is more confident, comfortable...and productive. Newsbulletins for reminding a Customer just how good they have it !...well the next best thing to owning an Aquathin is recommending one to a friend ! And they will !!

III. Last November I sent you photos of the Aquathin d'Haiti Sweetwater project. The following press release was written by the U.S. Commerce Department for publication in their Export Today Magazine.

"As part of the marketing and promotion strategy for its Water Purification System, Aquathin Corporation came to Port-au-Prince in September 1998. They visited the U.S. Commerce Department's Commercial Service (CS) Port au Prince and received counseling regarding the prospects for selling their products in Haiti from the Commercial Representative. Aquathin's sales representative also requested CS PAP's assistance in meeting key companies in Haiti which might be interested in their product. As a means of helping to introduce the company to the local business community, CS Port au Prince provided them with a letter of introduction, which could be provided to potential clients. The letter noted that Aquathin was a US exporter of a complete line of reverse osmosis water filtration systems and accessory products. Aquathin contacted CS Port au Prince in June 2002 and informed us that, thanks to this letter, they were able to secure appointments with several best prospect clients in Haiti, who had specifically expressed an interest in establishing a joint venture arrangement with Aquathin to establish subsidiary operations in Haiti. As a result, Pierre Sajous, President of EDET S.A , signed an agreement with Aquathin to produce reverse osmosis water filtrations systems locally and to install them in local commercial establishments. The value of the agreement is projected to be \$900,000 USD. The new venture, which is named "Sweet Water", will inaugurate its service with a public grand opening and installation of the first twenty "Sweet Water" water purification systems in the local Texaco gas stations in late July 2002. This initial installation is valued at \$300,000 USD. Two additional installations of twenty units each are planned for the next year. According to an agreement with Texaco, all units will be located next to a Texaco gas station. (FYI: Texaco gas stations have become a leading commercial retailer of potable water in Haiti, whereby clients bring empty bottles to the station and exchange them for new, filled bottles of water.)"

*Warmest regards to all,*

*FOR THE BEST TASTE IN LIFE  
Think Aquathin..AquathinK !!  
Celebrating our 23rd Birthday in 2003 !!!  
(visit the allnew <http://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.***