

Sent: Thursday, January 05, 2006 7:12 PM

Subject: NEW YEAR RESOLUTION TO PUT INTO PRACTICE ...WHY CUSTOMER EMAIL ADDRESS IS SO IMPORTANT

Importance: High

Dear Aquathin Dealer OnLine;

20 years ago, a Customer in Boston purchased an Aquathin HPSSP-24K. For Dealerships less than 12 years old, that was the original pumped subsink model ! and only Aquathin made one !!

The unit was serviced regularly (what other appliance do you have in your home that has lasted 20 years !!!). Last month the Customer "emailed" Aquathin Corp. to request the phone number of his local Dealer, having misplaced it...and at the same time, expressed his love of his unit and how much he enjoyed the "emailed NewsBulletins". The Dealer visited with the Customer and the Customer elected to upgrade to an Aqualite with PBA and finally put an end to the noise of the HPSSP plunger pump (you oldies remember that !). The Customer "emailed" Aquathin to be certain that we register his new Aqualite and to make sure that he continued to receive "his emailed NewsBulletins".

This is CRM = Customer Retention Management at it's finest !!! We receive many such terrific comments from Customers...and guess what...these Customers refer Aquathin to friends, relatives and neighbors! The Aquathin website is approaching 3,000,000 hits and many visitors are your Customers and potential Customers ! I urge you to make a New Year's Resolution to acquire each existing Customer and new Customer's email and submit it to us for registering into our "email NewsBulletin" database. The NewsBulletins are strictly Knowledge Driven containing Industry News and Technology Updates. We never sell anything on the "emails" ...but the Aquathin Experience !!!!

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

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26 Years Pure Excellence

...and another Quarter Century re-inventing the water industry !

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(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.