

Sent: Monday, October 28, 2002 4:56 PM
Subject: Fw: DO WE SEND EMAILS EVERYDAY

Dear Aquathin Dealer OnLine;

A new friend and future business associate whom has recently been added to our email list writes, "do we send mailings everyday? I thought of copying our response to you all, especially the newest of the new Authorized Dealers, would be a good idea...and you will see this echoed in the message you will read below from Mr. Joe Guthrie of the newly established "The Pure H2O Company, Aquathin Ireland" who has given his permission to reprint.

As well, please discuss the response in your sales meetings and constantly encourage your sales people to keep sending in the email addresses for your Customers and Prospective Customers, and those you network with i.e. Engineers, Building Contractors, Labs, Kitchen Designers, Gov't officials, and Real Estate companies.

Please begin by reading the last email at the bottom first and go North !

Warmest regards to all,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 22nd birthday in 2002 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", 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.

----- Original Message -----

From: Joe
To: '[AQUATHIN SALES & MARKETING](mailto:SALES@AQUATHIN.COM)'
Sent: Friday, October 25, 2002 4:20 AM
Subject: RE: SUPER SUCCESS STORY

Alfie,

This material would be great. Having worked with other manufacturers, it is a pleasant surprise for us even at this early stage in the relationship to see that Aquathin actually delivers on its dealer support

promises. The information feed is tremendous and will expedite our journey to success considerably. Well done to all at Aquathin!

Best regards,

Joe Guthrie

----- Original Message -----

From: Elizabeth
To: [AQUATHIN SALES & MARKETING](#)
Cc: FURBER
Sent: Friday, October 25, 2002 4:16 PM
Subject: Re: DO WE SEND EMAILS EVERYDAY

Not really, just asking. Trying to learn something from a marketing pro.

--Elizabeth

----- Original Message -----

From: [AQUATHIN SALES & MARKETING](#)
To: Elizabeth
Cc: FURBER
Sent: Friday, October 25, 2002 2:37 PM
Subject: DO WE SEND EMAILS EVERYDAY

Hi Elizabeth;

Thank you for your email. The answer is no, yes, sometimes. About two years ago, we developed a CRM and DCM program (D = Dealer). Our thought was to put everyone in contact with the same "pertinent" information we receive from all our PR and newsgroup memberships. Our Team sifts through this stuff daily; delivers what they feel is "pertinent" to me in a single topic quick read format for approval and brief commentary; then we disseminate it...and only whenever pertinent information is available or relevant for Forum Q & A's. The result is very huge..."the next best thing to owning an Aquathin is recommending one to a friend"....and as long as Aquathin remains in the minds of our Customers... and Dealers are chronically at their peak game due to training with the best knowledge, the Referral Farming and Sales Machine maintains perpetual momentum. Exceeding our sales in a rough global economy spawned by terrorists, greed & corruption (or economic terrorists) is sure proof that a terrific product with terrific support is righteous (from my Haight-Asbury days)!

Then of course there are the less than handful of Customers who equate this information with their moron spams and request to be removed from the Splash NewsBulletins...but they add the disclaimer "please remove, but I really love my Aquathin". So all is still well.

Thoughts?

Warmest regards,

Alfie

----- Original Message -----

From: Elizabeth
To: [AQUATHIN SALES & MARKETING](#)
Sent: Friday, October 25, 2002 3:10 PM
Subject: Re: REPORT: WATER SYSTEMS ARE STILL EASY TERRORIST TARGETS

Do you send out mail to people every day??

--Elizabeth