

Sent: Wednesday, February 26, 2003 4:37 PM
Subject: NBC REPORT EXPOSES POOR TACTICS

Dear Aquathin Dealer OnLine, Splash NewsBulletin and Allergic Reaction NewsBulletin Members;

Wow, you would think I have a crystal ball ! Take a look at the quick read below and watch the report at http://www.msnbc.com/news/dateline_front.asp . On February 8, 2003, we sent you a Splash NewsBulletin discussing the purpose of the specific test apparatus we use in our presentation, and why our presentation is superior to competitors, relating all this to the film shown at Aquathin University entitled "D.C. Is Not Me". Incidentally, for those of you who have graduated Aquathin U., you will notice the female newscaster in the Dateline Report is the same newscaster from the "D.C. Is Not Me" video.

The Dateline Report shows two promenant problems as does the Aquathin U. video; (A) Slezzy hard sell tactics and (B) the witchhunt of an partially uninformed newsperson and attorney general, both of whom make equally problematic statements. Aquathin U. defeating the Knowledge Deficit !

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

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.

Industry Outlook - 2/26/2003 12:26:22 PM

NBC expose targets water treatment dealership sales techniques

NEW YORK — An expose about water treatment dealers on a national television network news magazine show that aired Tuesday night raised concerns that some dealership sales people were playing up terrorism fears and exaggerating health risks to make sales.

"Dateline NBC" the popular investigative news magazine program, aired a piece entitled "[Testing the Waters](#)" that

implied some water treatment dealers are taking advantage of customers by stressing the threat of terrorism, as well as overstating other chemical and organic threats to municipal water supplies, in their efforts to sell in-home, point-of-use/point-of-entry water treatment systems.

A report by chief consumer correspondent Lea Thompson showed secretly taped footage of water treatment dealership salespeople as they attempted to sell systems to customers.

The show included a segment that filmed Ed Wise, depicted as a Kinetico dealer, using scare tactics to try and sell an RO system at a price of \$3,000.

A Kinetico spokesman said the company was upset with NBC's depiction and was preparing a statement. It was not released by press time.

NBC said toward the end of its report that Kinetico stated in a letter it had severed ties with Wise for his company's "poor business practices" even before the taping of the show, and the West Virginia Attorney General's office determined that Kinetico did not engage in any direct misconduct in connection with the practices of Wise.

Sales representatives from a dealership for another water treatment equipment supplier, Rainsoft, were filmed using a "hard sell" approach that included claiming an RO system was good protection against bioterrorism, like anthrax.

Rainsoft officials did not respond by presstime today to WaterTechOnline's phone calls, but they are also expected to release a statement.

"Dateline" said it asked Rainsoft and Kinetico for on-camera interviews, but both declined.

NBC said Kinetico signed an agreement with West Virginia to give a complete refund to any customer who bought a system from Wise and wants it removed, and that state officials were close to reaching a similar deal with Rainsoft.