

Sent: Monday, February 24, 2003 11:04 AM
Subject: ITS PERSONAL PODIUM / SOAPBOX TIME

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

Recently we've received a couple of interesting calls as a result of our Master Catalogue and the highly successful Splash, Forum Q & A, Tech - Biz - Quote Banks, Allergic Reaction News Letters. The first question / statement from a Prospective Dealer was "how can one company have so much knowledge?" Besides appreciating the recognition the...

ANSWER is: 'How' is not important. What is important is that we have it ! and we know what to do with it !! Aquathin Axiom #86 -- "Knowledge is not power...Knowledge with execution is."

The second statement came from an Authorized Dealer's Sales Representative who said we are providing a tremendous amount of information and at times it feels overwhelming to take in.

ANSWER: In this month's issue of Water Technology Magazine there is an interview of 5 industry "players" discussing the future of our industry....and every one of them miss it. The bottom line is more companies will attempt to enter the market because water is getting worse, scarce and it is going to take a trillion dollars just in the USA to repair our infrastructure (refer to earlier Splash). Even though Aquathin manufactures the finest equipment in the world, it is only as good as the people who represent it. Your Customer wants the comfort that the company they consult with has the answers...and you can't get that off the shelf of a big box retailer! Consumers all want the best when it comes to health. We make this evident in our presentation when we ask the Customer "do you want a system that allows your family to continue to consume contaminates or do you want one that will remove contaminates to the very best possible capacity....and after you purchase the best system, how would you feel to learn your neighbor bought a better system at a better price with a better warranty?" When the owner of an ineffective product realizes what they have...they don't go back to tap water...they go straight for the Yellow Pages to find the best product with the best service and the best warranty. Remember we all saw this with NSA. Again...your Customer wants the comfort that the company they consult with has the answers.

In closing, Aquathin Corp. USA is successful because we understand the future, we are at the top of our game and we PUSH our Team in the field to always be at the top of their game. The future demands nothing less than the very best...and No One Does It Better ! I love my Aquathin !!

Have a great week anda great future !

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.