

Sent: Tuesday, August 06, 2002 3:39 PM

Subject: U.S. NEWS MAGAZINE FRONT PAGE---"THE FUTURE OF WATER"

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

I urge you to pickup a U.S. News Magazine. The article of focus (and on the front cover) paints a dark picture for the state of our drinking water. As Authorized Aquathin Dealers, this is nothing new to us, nor our clients who have taken prepared action of providing the very best in home water security. The article will provide a source for continued education of new customers to raise their awareness and understanding of the value of our services throughout the past, present and long into the future. I love my Aquathin !

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.

Industry Outlook - 8/6/2002 11:51:51 AM

Water problems spotlighted in national magazine

NEW YORK — The cover story in the latest edition of *US News and World Report* spotlights the pending issues that will make providing water an expensive proposition in the United States: security, regulatory and infrastructure upgrade issues.

"The Coming Water Crisis," in the 12 August edition, covers issues reflecting those frequently reported on by WaterTechOnline in its daily e-news service.

Water prices could skyrocket, the article states, due to the myriad of expensive issues facing the water industry.

Among them are:

- More strict limiting of contaminants, which in some cases means more money spent on removal systems
- Aging infrastructure that will cost billions of dollars to upgrade nationwide
- Anti-terrorism security measures that will cost millions of dollars to implement
- Measures to offset drought, which has afflicted a large portion of the nation
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US News and World Report points out that paying for these expensive items still has to be worked out between government and private enterprise and the debate on how to accomplish that is ongoing.

Regarding water treatment, Peter Censky, executive director of the Water Quality Association, Lisle, IL, the trade organization for the point-of-use industry, says in the article that municipal treatment can no longer be the only means for providing clean water.

He said the country has "reached a breaking point beyond which central treatment can no longer go.

"People's knowledge of water comes from beer commercials, focused on the land of sky-blue waters, or mountain springs and aquifers underlying some Wisconsin hillside," Censky said in the article.

"The public thinks water in these sources is pure, but it's not. Really, pure water is a man-made product."