

Sent: Monday, May 10, 2010 1:10 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #46 -- THE FRUITS OF QUALITY

Dear Aquathin Dealer OnLine;

You all understand Aquathin Corp. and "Quality" are synonymous...and your Customers know how diligently you integrate and practice "Quality" in your Dealerships. Often when an economic downturn occurs, inferior companies try to hang in there (and fail) by cutting costs further in cheapening products and services. It is at that time when it is most important to have been prepared financially and mentally to stay the course as originally set out...quality, integrity, high sense of immediacy, to protect the durable competitive advantages, Dealer and Customer trust and loyalty that have taken so long to build.

There are many positive results in sticking to The Plan...including such rewarding Customer comments of satisfaction. Recently we serviced factory direct, a longstanding Aquathin Customer located in an area in Texas where we've yet to establish an Aquathin Dealer.

I invite you to read the Walt's comments as follows and take note of his appreciation for all the quality certifications and accomplishments on the Aquathin Website:

From: Simon, Walt

Sent: Thursday, May 06, 2010 1:26 PM

To: 'info@aquathin.com'

Subject: RE: SERVICE TECHNICIAN INFO.

Alfie:

I appreciate your "hands-on" involvement in my continuing saga. I do agree that the plumbers did not take the time to initially look at the animated manual on the website which might have alleviated most of their problems.

Over the years my family has been very happy with your product and I am glad to have found out recently (through the internet) how committed you are to quality. You seem to be quite a noble humanitarian!

Please thank Jamie for his excellent service.

Walt Simon

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

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

**FOR THE BEST TASTE IN LIFE &
30 Years Pure Excellence
...into another Quarter Century re-inventing the water industry !
Think Aquathin...AquathinK !
(visit the all new www.aquathin.com)**

**** AN ISO9001:2000, ISO9001:2008 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192, NQA 12635) **
& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)**

Alfie

Alfred J. Lipshultz
President & CEO

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