



Dear ThermaSol Professional.

ThermaSol is committed to providing customers the highest level of satisfaction in product, and in the purchasing experience... *and it all starts with you.*

Our commitment to select approved dealers **is being vigorously reaffirmed.** We believe the end user will be better served by a select, well informed group of approved dealers.

For this reason, ThermaSol has closed accounts it feels do not provide the proper customer experience. These closed accounts sometimes display the ThermaSol brand but be assured we are doing everything possible to make our customers aware of our approved dealers, and with your assistance the end users will be provided with the customer experience they rightfully deserve.

We will diligently continue to do our part in helping your customer understand the value of an approved dealer, so that their experience with the ThermaSol brand is in keeping with our 55 year history.

We ask that when you introduce customers to the ThermaSol product line:

- 1) Inform the customer of the superior features and benefits provided by the ThermaSol brand.
 - a) Lifetime warranty – parts & labor, no questions asked.
 - b) Solid State Digital Can-bus Technology - the only 2nd generation steam units worldwide, all others are old analog technology.
 - c) SmartSteam – provides an exclusive experience in comfort. No fluctuations of too hot, too cold, that are the norm without SmartSteam; and it's an energy saver too.
 - d) FastStart – steam in less than a minute, rather than 4 to 8 minutes.
 - e) Constant steam at a constant rate – no irritating steam lags and bursts.

- 2) Call their attention to the ThermaSol website, there they'll be made aware of the caveats associated with unauthorized dealers.

We sincerely appreciate having you as an authorized dealer!

At your service,

Mitch Altman
CEO

