

Richard Hourigan, inc.

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March 9, 2011

Association of Water Technologies
Attn: Mr. Trace Blackmore
9707 Key West Avenue, Suite 100
Rockville, MD 20850

Dear Trace,

RE: Alleged Appearance of a Conflict of Interest

I am in receipt of your letter March 1, 2011.

I reiterate that there is no conflict of interest. The website www.MissedPerceptions.com is used for marketing purposes to communicate with customers and potential customers, to improve Search Engine Optimization (SEO), and to redirect traffic to www.TheWaterTreatmentStore.com.

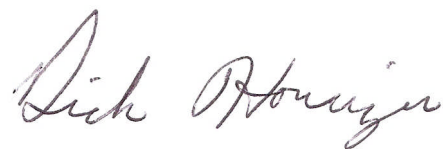
The only possible appearance of a conflict of interest that you could be alluding to is the ListServ whose use as you know is private, not public, and restricted to members of AWT only. As such the ListServ reaches an extremely small segment of the water treatment industry, virtually none of whom are potential customers for my corporation. The impact of taking this down would be to reduce my company's exposure, and sales on the Internet, as you well know. Thus, I am not taking it down.

What I can do is recuse myself on all discussions and votes regarding the ListServ as you provided for in your letter of March 1st. I quote from your letter: *"....and should recuse themselves from deliberation and voting matters in which they have personal interests."* In quoting this, I still deny that this is a conflict of interest since the ListServ and www.MissedPerceptions.com are totally different in scope and target audience.

Also, to further allay your fears in this regard I have put in place the following words on www.MissedPerceptions.com:

"Current members of the Association of Water Technologies (AWT) are prohibited from posting here due to an unresolved alleged appearance of a conflict of interest with AWT."

Sincerely,



Dick Hourigan
Board Member