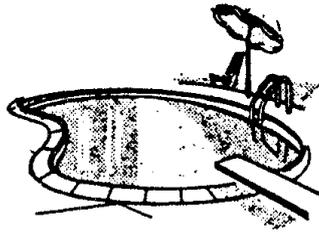


MichianaPools.Com

Michiana Swimming Pool Co.

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Fax: (574) 535-0100
Nationwide: (800) 717-POOL



Michiana Swim Supply

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Mishawaka, Indiana 46545
Dowagiac: (269) 782-9139
Nationwide: (800) 717-POOL

An open letter to all of our valued customers.

We wish to thank all of our valued customers for your years of patronage to our establishments. We have had great satisfaction in serving you and in your confidence by placing your pool care into our hands. Through the 43 years of serving the Michiana community and beyond I would like to address some of our concerns and policies in an effort to make your experience with us a more pleasant one.

Being a seasonal type business there are pressures and demands experienced that are unlike what a "typical" 9-5, 12 month a year type business may experience. For instance we have a year's worth of work squeezed into about 7 months and every fluctuation of the weather patterns affect our work performance for good or for bad. During the peak spring and fall rush periods we may have as high as 200 calls a day requesting some form of help or service. During these peak periods it is very difficult to care for all those needs. During the period of May 15 to July 4 some on the staff has worked over 90 hours weekly, not because we want to but because we must in order to keep as many of our regular customers satisfied and in making our operations run as smoothly as possible. Listed below are policies and priorities we have implemented to insure that we take care of as many of these needs as possible in the shortest time:

1. We have limited our service department to care for our regular customers first. They are defined as our regular service accounts, pool installations or liners that we have installed.
2. During peak periods we prioritize service starting with emergencies and other urgent needs first then performing lessor priorities as time permits. If we go by your home on our way to another's we will stop and perform your request regardless of priority in order to save time and costs later.
3. We have eliminated or reduced all forms of advertising in order to service existing customers without having to turn away new potential customers.
4. Have you had an unresponsive phone call? We sincerely apologize. Please call back you probably are already on our service or call back list.
5. You will find our charges are more than reasonable. Liner and pool contracts are paid in progress payments.
6. Short on cash or need to save and must look to the internet for savings? Check out our huge catalog section and see the discounts we offer. Don't forget that we may already have it in stock and that can save you valuable time and shipping costs. Patronizing us further ensures that we will be here for you in the future.
7. We have limited ourselves to how much major work that we can schedule. If we cannot finish our jobs in the estimated time allowed we will NOT take on additional work. We don't need the associated problems that develop from over committing. Again we apologize for any inconvenience.

We wish you all an enjoyable swimming season and your patronage is greatly appreciated.
Management