



# Welcome Note

**July 24, 2012**

It is fitting to start this update with our sincere "Ramadan Kareem" wishes to our customers and visitors from around the region and the world observing the holy month.

We also crossed an important milestone just about one month ago, when DEWS turned Two on June 23<sup>rd</sup>... and while the company is still in its infancy, so to speak, I believe it is now past crawling, able to stand and forge ahead steadily on *two* feet. Needless to say, we will always need the patronage, support, and encouragement of our customers and partners on this long, yet promising journey.

As usual, I have a few important milestones to share from the second quarter of 2012, as we built further momentum and continued to gain market recognition. Here are some noteworthy successes and milestones of the last three months:

- The very first Enki unit, our luxury water dispenser model designed by Jacob Jensen, was installed in Abu Dhabi in late May, marking its Middle East debut.
- Reaping the benefits of our participation in WETEX and our ongoing focused marketing and sales efforts continue, translating into a number of fruitful sales opportunities and PHSI bottle-free dispenser installations.
- On the *Partner* front, we have signed up or close to signing up a number of authorized service providers, as well as one or two retailers to support our growing sales.
- We have also made good progress on some fairly large projects including water recycling, sea water R.O., oil-water separation, which hold promise and may begin to materialize in the next few months. We hope to have more positive news to report by the next update.

Needless to say, as anyone in business today will be able to relate, the persistent regional unrest and political uncertainty continues to slow us down somewhat, and decision-making by customers is all the slower and more cautious. Moreover, cash flow remains tight and timely collections challenging in a good month.

As always, we remain optimistic about our future and have every intention of maintaining our focus, eagerness, and determination to stay the course until the economic *turn-around*, which is bound to come in the not-too-distant future and reward those who are still around.

So, please spare some time to visit us often and browse our Website... and for those of you who pause to share their thoughts and ideas with us, you have my sincere gratitude and appreciation.

**Bassem P. Fakhry**  
President