



Welcome Note

October 30, 2012

The fourth quarter is upon us in earnest !! To us, this is our chance to turn 2012 into a good year for DEWS and to re-tool for 2013, which we hope will be even bigger and brighter.

As we welcome the new quarter with cautious optimism, we are reminded that the year has been somewhat difficult so far and that we have experienced some setbacks along the way. However, we remain determined to succeed and make the necessary changes as we forge ahead toward *sustainable* growth.

I'd like to share with you some positive news and a few important updates from the past three months:

- We are very pleased with our partnership with **The Change Initiative** in Dubai to market and sell PHSI bottle-free water dispensers, which officially kicked off in September. Please go to "Featured News" to read more, and I really hope you will make time to visit the TCI store in Al-Barsha when you can.
- We continue to introduce PHSI bottle-free dispensers to new segments and are now increasing our efforts to penetrate the Hospitality segment, focusing in particular on hotels and accommodation facilities.
- We are re-visiting opportunities in *solar-to-water* and exploring local or regional production to respond to this small niche market.
- On the major project front, we continued to make progress on a few key opportunities, particularly in water recycling, sea water R.O., and industrial wastewater treatment. Although the process has been rather long-winded, we believe we may begin to see the fruits of our long and serious efforts later this quarter or in the new year.

Finally, you may have noticed that we're refreshing our Website and adding new material or updating some of the other resources. Beside the look, perhaps one of the noticeable changes is a continuing shift in focus to water and wastewater treatment, while seeking out new products and solutions to expand our portfolio and reach. We feel this is a natural course for us, since the progress and market acceptance of solar energy has been quite slow, but our interest and commitment to it in the long run remain as strong as ever.

I will close as usual by asking you to pay us a visit, whether *on-line* or *in-person*, as often as your time allows... your comments and ideas are always welcome and sincerely appreciated.

Bassem P. Fakhry
President