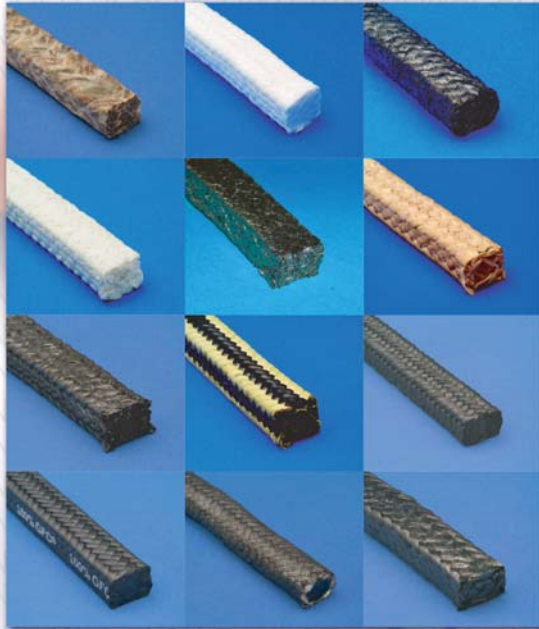


QUARTERLY NEWSLETTER

MAY 2008

ASI SEAL SENSE



Compression Packing:

Introducing ASI's New
Product Line For 2008

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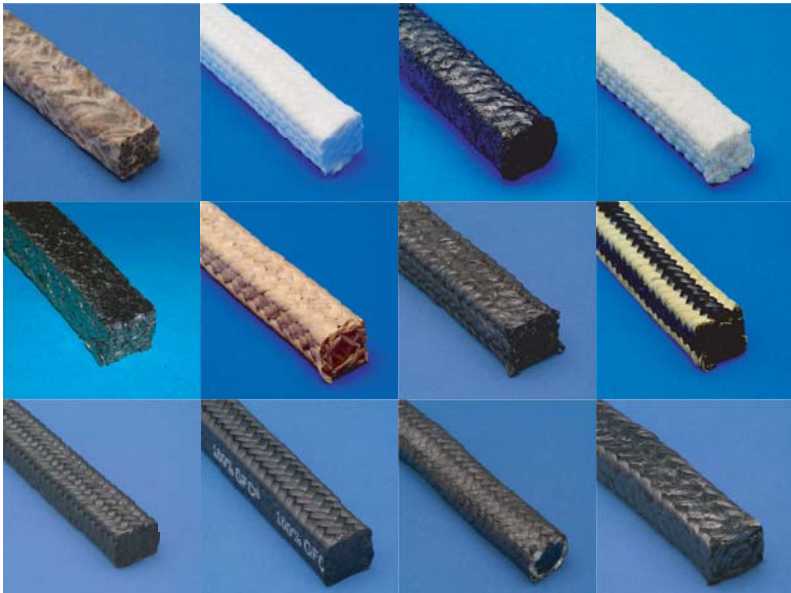
Advanced Sealing International

Compression Packing: Expanded Marketplace Opportunities

Advanced Sealing International is pleased to announce that we are now offering several styles of compression packing to our distribution network. In an continuing effort to support our distributors with innovative products, ASI has introduced several new programs (including bearing isolators and a competitive mechanical seal repair program). This packing program is another fine complementary product designed to enhance your value as the “go-to” sealing specialist for your customers.

After an extensive search, we have formed an alliance with a major packing manufacturer who we feel offers both the best quality and most competitive prices. To begin this program, we are offering twelve different styles of compression packing, manufactured using the highest quality controls and best materials available.

ASI packing is available in one, two, five and ten pound boxes, as well as twenty-five pound spools. Custom spool sizes are also available. You will find that our compression packing prices are extremely competitive in this very aggressive market. These styles are also available in die-formed packing sets, built to your specifications. Other styles are also available upon special request. Our distributors will be receiving brochures and pricing information soon. We hope you will think of ASI for all your future compression packing needs.



Recent Events: International Pump Users Symposium

ASI participated in the twenty-fourth (24th) annual International Pump Users Symposium held at the George R. Brown Convention Center in Houston, Texas on April 21-24, 2008. We have attended this show for many years because it gives us a chance to visit with many of our distributors from across the nation who either attend or exhibit in the show.

Our Houston distributor, Texas Hydro Equipment Company, also exhibited at the show, providing attendees of the symposium an additional opportunity discuss and review ASI mechanical seals. We were fortunate to discuss the possibility of expanding our ASI distributor base with several attendees; we often find quality people and distributors attending the show searching for avenues to broaden their sales. Advanced Sealing International was well represented throughout the three-day event by Darrell Martin (National Sales Manager), Michael Klyce (Regional Manager), and Thomas Brown (Managing Director). We took this opportunity to introduce our compression packing line and had several companies show interest in our new product offering. Samples of the various ASI packing styles were on display and stacks of literature were available to all attendees. Several existing distributors indicated they were very pleased that we now offer an extremely price-competitive braided packing line.



We will be exhibiting again next year at the International Pump Users Symposium. The symposium will be held Feb. 23-26, 2009 at the George R. Brown Convention Center in Houston, Texas. If you have never attended this symposium it is probably one of the best pump/mechanical seal forums available. Please make plans to join us next year; we would love to share time with everyone. It's a great place to learn to improve sales by expanding your knowledge on mechanical seals and pumps.

ASI Success Story

Expanding the ASI Footprint

Encouraging everyone to think outside the box, we want to share with you some of our recent successes. ASI is constantly working with our distribution network to identify and successfully seal new, different, and challenging applications. The applications ‘out there’ are amazingly diverse and, with a little effort and creativity, you can break open a new market for mechanical seals. Because of ASI’s outstanding support, you can feel confident in tackling even difficult end user applications. We can’t guarantee success every time, but most often, our expertise will make you look good, providing the end user with confidence in your ability. ASI’s business continues to expand around the nation and across the globe. Our name, credibility and reputation increase with every new application. Make it your goal to be a part of our success. Find a new customer and bring them onboard with the best stationary-designed mechanical seal on the market.



The Shedd Aquarium: We have installed ASI seals on numerous Group II and Group III pumps. The 724 non-metallic cartridge seals are primarily used in critical life support applications, where exotic fish and mammal life require very specific living conditions.

Radici Spandex: At this facility, we are replacing our competitor’s component double seals with our 595 cartridge double seals in mixer applications. The ease of installation and durability of the ASI seals won over this end user and made another convert to the stationary design.

Alldyne Powder Technologies: With this new customer, we installed several 550 double cartridge seals in slurry pumps. When an application suffers from constant failures due to heavy suspended solids in the solution, the 550 is often the answer to a customer’s prayers.

Mandalay Bay Aquarium: We began installing 724 non-metallic cartridge seals at this casino resort after meeting representatives of this operation at the AALSO show in Baltimore. We are currently replacing competitors’ seals in their critical animal exhibits.

Indianapolis Airport: Here, we found a standard use of pumps and seals at an end user that is often overlooked and seldom called on. We successfully installed several 595 double cartridge seals in boiler feed pumps-improving operations and establishing a happy customer.

DTE Energy: Recently, we installed several 585 single cartridge seals for this new power plant in chill water pumps and boiler feed pumps. ASI seals have a long history of success in this type of application with many power and energy companies.

EES Coke: Coke slurry service, service water, and glycol service can be difficult to seal, but with the application of properly-specified ASI 585 singles and 590 double cartridge seals, we successfully improved this end user's operation and continued to expand the number of seals in use at this facility.

Marriott Resort Hotel: Here again, this is a customer often overlooked, seldom called on, and usually grateful for any help they can get. ASI, working with our distributor, installed several specially designed 585-2 seals at this Marriott and made a lasting impression.

Abengoa Bioenergy: Everyone is aware of the growth in Bio-fuel technology. We are pleased to report that ASI has developed an extensive list of successful sealing applications in Bio-fuel and ethanol facilities. At Abengoa Bioenergy, we installed several 585-2 single and 590 double cartridge seals in applications that had given this customer ongoing problems with earlier seal designs not specifically set up for Bio-fuel applications.

Dyno Nobel: Manufacturing ammonium nitrate for blasting service is tricky business. It requires careful operations and serious attention to detail. ASI installed our 585 single cartridge seals 'specified' for nitrate service in these applications and this satisfied customer is now a part of the growing ASI footprint.

Cyanco: From time to time we get to 'strut our stuff' against Mag-Drive pump competition. With this new customer, we had an opportunity to install several ASI 595 double cartridge seals in sodium cyanide service. The results were impressive and the business continues to grow. The life cycle costs of using mechanical seals with pumps instead of Mag-Drive pumps are proven more efficient and cost effective.

As you can see, ASI continues to push the envelope and 'expand our footprint' across the board. You, too, can be a part of our ever-growing new customer base by making time to call on new and different end-users that are crying out for help with mechanical seals.

Recent Events

AALSO Convention and Trade Show

This spring, March 16-20, the Aquatic Animal Life Support Operators (AALSO) group held their convention and trade show in beautiful downtown Baltimore, MD. The National Aquarium of Baltimore was the host facility and the gathering was fantastic from start to finish. ASI was there with samples and literature, along with a special banner stand at our booth highlighting the 724 nonmetallic seal

that was originally designed for this industry. This gathering of Aquarium operators, aquarists, life support engineers and suppliers from all over the country is always fun and the 2008 convention was no exception. Mike Dell (Regional Manager) and Thomas Brown (Managing Director) represented ASI this time around as Darrell Martin (National Sales Manager) was stranded in Houston by terrible weather and not able to make it to Baltimore in time to enjoy the festivities. Mike entered the annual pool tournament and swears he 'threw' the championship match to be politically correct and let 'that Sea World guy' win it all. Taking the runner up spot was nothing to sneeze at, since it was his first time to compete in the AALSO tournament. Everyone assured him that he could play his best next time and no one will get their feelings hurt if he 'runs the table.' On top of all the fun, we did actually manage to conduct some business by meeting and working with existing customers like the guys from Shedd Aquarium in Chicago, the Virginia Aquarium in Newport and some old friends from the Indianapolis Zoo. Getting rewarding feedback from the people using ASI products and hearing all the positive things they have to say about our aquarium seals is always satisfying. Along with these existing customers we were fortunate enough to pique the curiosity of the Mandalay Bay Casino & Resort in Las Vegas, NV; the Pittsburgh Zoo; and a very interesting Sea Turtle Farming operation down in the Cayman Islands. Thomas says he may have to make that sales call himself, at least initially anyway! Our follow-up with Mandalay Bay has already proven to be successful and we will continue to expand our footprint as a result of this gathering. ASI is now a recognized and respected supplier for this highly specialized industry. Aquariums are very particular operations that require the right mechanical seal for successful service. The ASI Model 724 has proven itself to be that special seal. Check out the Aquarium or Water Park/Entertainment venue in your area, you'd be surprised how many there are out there. Chances are the ASI 724 can be of service and you will expand your footprint for mechanical seals within your sphere of influence.



ASI News

Top Sales Performers of 2007

Top Distributors in 2007

Fluid Concepts	Baton Rouge, Louisiana
Equipment Pro	Bloomsdale, Missouri
Valley Equipment	Jonesborough, Tennessee
AGI Industries	Marrero, Louisiana
Tech-Pro Sales	Crossett, Arkansas
Sealing Solutions	Chattanooga, Tennessee
Seal Distributors	Sanford, Florida
Cullum & Brown	Wichita, Kansas
Folsom Associates	Salt Lake City, Utah
Fischer Process Industries	Loveland, Ohio

2007 was a record sales year for ASI, and we would like to take this opportunity to thank our distributors for their continued support and recognize their hard work. We firmly believe that the key to our success is the unmatched customer service provided to our end-users by ASI and our distributors. And, if sales for the first quarter are any indication, we look forward to our distributors continuing their outstanding growth throughout the coming year.

Fall Seal School

ASI is currently making preparations for our next seal school and would love to hear from all those who are interested. There are contact request forms available on our web site or just call our sales department for further information and to offer any feedback concerning the school.

