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www.diveunderwaterworld.com

UNDERWATER WORLD

Hours:
Monday - Friday
1:00 - 9:00
Saturday 10:00 - 6:00

August, 2007

Mike's Away Red Tag Sale September 1st ONLY

Savings up to 50%

Come In For Great Savings All Day

And Our Labor Day Bar-B-Q From 11am-3pm

Scubapro Special

Scubapro Mk17/S550 Regulator

Uwetec Smart Com Computer

With Compass and Quick Discount

Scubapro Knighthawk BC

With Scubapro Air II

With A Free Reg Bag

ONLY: \$1975.99

Save \$248.00

Oceanic Travel Package

Oceanic Delta 4 Regulator

Oceanic VT3

Hoseless, Air Integrated with PC Download Kit

Oceanic Islander BC

With Air XS Octopus

With A Free Reg Bag

ONLY \$1995.00

Great for the Travelling Diver

****** Friends Don't Let Friends Dive Junk **** Check Our Upgrade Program!!**

How long have you been diving that old regulator? Remember that things wear out and technology changes. Regulators, Computers, and Bouyancy Compensators are LIFE SUPPORT equipment. Diving old, outdated equipment is an unnecessary risk that thousands of divers are guilty of. Oceanic recognizes this risk and offers us the ability to take in your old equipment and upgrade you to new Oceanic equipment at 20% off MSRP. This is about four times the discount that we would normally be allowed to offer you on new Oceanic Equipment. Regulators, Bouyancy Compensators, and Computers are all complex pieces of equipment that we rely on to keep us alive underwater. The older the equipment, the higher the chances that it may let you down when you need it most. Come in and take advantage of Oceanic's Upgrade pricing and get back to diving as safely as possible. After all, you wouldn't skydive with an old ragged parachute would you?

TRAVEL

Fall is just around the corner. Do you have some vacation time left? Or does your mental health demand that you get away? There are still some great trips coming up before the end of the year. And we are starting to get next year's trips together. The Dealer show is in about 60 days, so some of the details are lacking on the 2008 trips because we want to see what kind of deals they are offering at the show. We always look out for the best deal for you. Don't let another year pass without seeing the world from below. The time is right for you to have the adventure of a lifetime and Underwater World is where you find those.

Sea Of Cortez – September 8 -15

There are certain boxes in life that you have to check before you die. Diving with the sea lions is one of them. This is your chance to get that one out of the way. We will be flying into La Paz, Mexico and staying at Los Arcos, a recently refurbished hotel in town. Each morning we will board the boat with our divemaster, Josie, who has lived and worked that area for the last 10 years. She is one of the best divemasters I have ever worked with. The diving she will deliver is incredible. There will be sea lions. The pups will just be just old enough for the adults to leave them alone and they will come and play with you. There is also a dive you will do that almost always has a couple of manta rays hanging around. After that anything is possible. We have seen hundreds of dolphins, sailfish, hammerheads, and even sperm and finback whales. The Sea of Cortez is an incredible place and what it decides to deliver to you is always a pleasant surprise. Rich Mampe will be leading this trip and the trip will include airfare, hotel, diving, breakfast and lunch on the dive days. ONLY 2 SEATS LEFT

Cozumel – October 27 - November 3

Cozumel is running full speed ahead again, after taking a devastating blow from Hurricane Wilma in 2005. The Palancar Reef is world famous for its fabulous Corals and colorful fish, including the Splendid Toadfish, which is found nowhere else in the world. The trip includes airfare, hotel, all meals, all drinks, diving, as well as the divemaster tips and a steak or lobster dinner downtown at one of Rich's favorite restaurants. The cost is \$1695.00, still a great deal.

Curacao – November 18 – 25

Last year, George led our first trip to Curacao. He loved it. He felt that the quality of the resort and the quality of the diving was worth a return visit. So we will be spending Thanksgiving there again this year. The nice part of this trip is that most people only need to take 3 days vacation with Thursday and Friday being holidays. And the trip is all-inclusive so you do not even have to worry about meals. The cost is \$2195 including airfare, hotel, all meals and drinks, and diving. Our newlyweds, Jeff Smith and Ada Staal will be leading this trip (as well as Fiji, next year). Fall may be just around the corner but next winter is just around the block.

Weekend in the Bahamas

For those of you who cannot get away for a week, or just like to throw a couple of short trips in between your longer trips, we now have another Bahama weekend on the calendar. We will depart Philadelphia on Saturday, November 10 and fly to Nassau. There, we will stay at the Nassau Wyndham and do two days of diving with Stuart Cove's (probably the best dive operation in the Bahamas.) The

trip includes 4 reef dives, but you can add more, such as the night dive or the shark dive. We will return to Philadelphia on Tuesday Evening. The Best part is that this trip is \$50 less than the last time we did it. (I told you we are looking out for you.) We only reserved 12 spaces, so let us know soon. Several are already spoken for.

Trips for 2008

If this year won't work for you then how about next year. Here is an idea of the trips we will be running for 2008. If you let 2007 get away from you, don't let 2008 pass as well. Take charge of your schedule before someone else does.

Bahamas – Spring of 2008

We are always planning and running weekends to the Bahamas. We try and shop for the best deal for you and then put the trip together. This is easier when we know that we have a number of people who are interested. Usually these trips are extended weekends, running from Saturday - Tuesday. If this sounds right for you, don't delay in getting on our interest list. E-mail me today are uww@aol.com.

Belize – March 8 - 15

Barb Hayden, one of our experienced trip leaders and instructors will be leading a group to Belize right about the time that you are sick and tired of cold and ice. (I know that is hard to believe right now, but you know it is coming.) Running off the coast of Belize is the world's second largest barrier reef. It offers some great diving. We are looking at several different destinations in Belize and will cut some deals at the dealer (DEMA) show in October. Meantime, let me know if you are interested and I will let you know as soon as I have the details. E-mail me at uww@aol.com.

Cozumel – March 22 - 29

Turtles and eagle rays. After years of diving Cozumel, Rich has found that certain times of year offer certain advantages. Although Fall is inexpensive, Spring offers its own attraction. In 2008, we will be doing our Cozumel trip in March instead of October. If you have been with us in Cozumel in the past, give it a try in March. We can guarantee no hurricanes.

Little Cayman – April 19 - 26

I love Bonaire. That said, I think the diving in Little Cayman is better yet. With the steep drop-offs at Bloody Bay Wall, the Cascades at Jackson Bay, or the friendly groupers at Donna's Delight, you will not tire of this kind of excitement. We will stay at Little Cayman Beach Resort, as always. The resort is lovely, the food is great, and we do three boat dives daily. You will get your fill. You will go home with great photo and great memories. Price will follow, but let us know if you are interested.

Bonaire – Summer and Fall, 2008

One of our most popular trips are our Bonaire Trips. Referred to as the shore diving capital of the world, Bonaire is great for divers of all levels of experience. The summer trip (August 16 - 23), our most popular, is our family trip. Kids and Adults love this trip because there are people of all age groups to entertain everyone. Don't want to travel with the family, don't worry. Plenty of single divers go along as well, so you will be sure to have a dive buddy. Our fall trip will run October 25 - November 1. Halloween in Bonaire. Come see why

Bonaire is such a great place to go. We will stay at Buddy Dive again. They know us well and take good care of us. The trip will include at least 6 boat dives, unlimited beach diving, a rental vehicle for each condo, breakfast, airfare, transfers and whatever other deals we can get out of them. This year, it was free Nitrox, unlimited boat diving, and a \$75 food voucher.

Malaysia - September, 2008

How would you like to go around the world? A trip to Malaysia will accomplish that. George is going to lead a group that will leave Newark, fly east to Singapore, then continue onto Borneo to dive Mabul and Sipidan, staying at the Sipidan Water Village. This is a truly incredible place. We were there in 2002 and loved it. So we are planning a return. Details will follow, but let me tell you, when we leave Singapore for the trip home, you continue the rest of the way around the world, returning to Newark from the west. A trip around the world.

Fiji

Okay, guys. We know that ever since you saw Brooke Shields in Blue Lagoon, you have wanted to go. Well, now is your chance. And Brooke Shields is getting old, so you have to bring your own romantic interest. Really, whether you have a romantic interest or not, this is a beautiful place and offers some gorgeous diving. Jeff and Ada will be taking a group out over Thanksgiving, 2008. They will be staying at two different resorts and you have a couple of options about how long you stay. I can't give you all the details here but log onto our web site and there is a link under "Travel" that will tell you everything you need to know.

COURSES

Now is a great time to get your friends or loved ones into a scuba course. If they start now, they can do their certification dives on one of our winter trips. As always, we are running classes in Hatboro, Ambler, Doylestown, Northeast Philadelphia, Warrington and Quakertown. Check our website for dates and locations. The local dive season continues with the water at Dutch Springs very warm and clear. If you want to get up there but can't find a buddy, give us a call and join us. Or better yet, take one of the courses below and it will not only give you a reason to go diving, but it will increase your skills as well. Look below.

Advanced Course

This is a great course to build your confidence and your skill level. It takes only one weekend. We do three dives on Saturday and three on Sunday. We will work on navigation, night diving, buoyancy control, a deep dive, and a night dive. It is a full weekend, and a lot of fun. You should take this course as soon as you complete your basic course. Even though you are already a competent diver, this will make you a confident diver. Some dates are below or check the web site for more.

Instructor	Class	Dives
Diane Muntzer	August 23	August 25 & 26
Jeff Smith	September 6	September 8 & 9
John Governale	September 12	September 15 & 16
Barb Hayden	September 20	September 22 & 23

Specialty Courses

First Aid/CPR/AED	September 17, /24, & October 1
Equipment Specialist	September 19
Underwater Photography	September 20, 27 & October 4
Dry Suit	October 3 & 6
Nitrox	September 20 & 27
Advanced Nitrox	September 21 & 24
First Aid /CPR/AED/O2	October 27 & 28

BOAT DIVES

We have scheduled with the Stingray out of Belmar, NJ this year. There are still two chances to get out and do boat dives before the season is over, September 9th or October 14th. Spots are limited so call soon.

EQUIPMENT NOTES

We wanted to take a little space in our newsletter to help educate you, our customers, on why we choose certain pieces of equipment to sell and to use personally. One of the things that you will see almost everyone on our staff using is the split fin. I have to admit that I was not a big proponent of the split fin when it first came on the scene. I thought it was just a gimmick. We would kid with customers saying, "just cut your old fin up the middle. If it doesn't work, we'll sell you a new pair." Then a couple of things happened. I stopped talking and started listening. I learned that the split fin was designed by a Boeing engineer who took two concepts and built them into his fin design. One is called propeller technology. By using a rigid outer strip and soft centers, the fin shapes like a propeller when used. This is a very efficient shape. The other part of the design came from something he learned working for Boeing. As a fin moves through the water, it displaces water which must fill in behind the fin. This causes a vortex to form behind the fin. The fin then drags this vortex through the water. This creates resistance. The inventor understood this because this is exactly what happens to an airliner as it moves through the air. With the split in the fin it causes the vortex to detach from the fin and allows you to kick with less effort. That is the theory. Now when I first tried split fins, I thought they were too floppy. I didn't feel they were giving me enough thrust. But at a dive club meeting at the pool, I tried the new fins and compared them to my fins. Upon expressing my belief that they were not as good, the Oceanic Sales Rep reached in his briefcase and handed me an underwater speedometer. I swam again with both fins and the split fins were every bit as fast as my old fins. I was not working as hard so I figured I was not going as fast, but I was. So if you are looking for a fin that will give you the best speed with less effort than a blade fin, give split fins a try. And if you have hip, ankle, or knee problems, than this is a no-brainer. Come on in and check out a pair.



Buddy Teams

This month we do have some news to pass along. We want to congratulate Andy Napoli, Keith Braunlich, and Andy Moore who all completed their NAUI Instructor certification a few months ago. One of my long time friends and my senior instructor, Jeff Smith married Ada Staal in a beach wedding in Bonaire last month. Ada is from Holland so her family flew into Bonaire for the wedding. As you may know, Bonaire is a Dutch island and as such is serviced by KLM directly from Amsterdam. Then there is Mike Forte who married his sweetheart, Dawn. We wish them all the very best.

Good Deals (?) On The Internet

One of the things that we really find frustrating is encountering customers who think that we get too much for our equipment and they can get it much cheaper on the web. Every week we have divers who come to us with equipment that they bought on the web. They are often proud of the deal that they got until they find out the truth. We recently had a diver come in with 4 tanks that he purchased on the web. They told him that he needed different tanks for nitrox and for air. This is not true. He said, "Why would they tell me that?"

The only way we could answer that is to say that they wanted to sell him 4 tanks instead of 2 tanks. Then, of course, we had to install the valves for him, VIP the tanks and fill them. His "deal" in the end cost him \$360 more than if he had come to us in the beginning. And that does not include freight on 4 tanks and a pony bottle. We have another customer who purchased three regulators on the web. Since they were not purchased from an authorized dealer (Authorized Aqualung dealers cannot sell on the web.), we had to charge him for parts when we overhauled his regulators. We also charge \$15 less for the overhaul of a regulator that we sold at Underwater World. He paid an extra \$105 for his overhauls this year. And it will cost about that much more each time he gets the regulators overhauled. And on top of that, there is no warranty on those regulators if one of them were to have a real problem. And just yesterday, we encountered a customer who was ordering a mask, fins, and snorkel set for his son's birthday. Because of our experience, we realized that there was no way that what he was about to order would fit a child. So our input prevented him from ordering a gift that was not right and was not going to fit. Remember that we consider you our customer and we look out for you. Let me know if you ever find a web site that thinks this way about you.

MIKE'S AWAY & WE'RE HAVING A SALE !!!

SEPTEMBER 1ST -- 10:00 AM TO 6:00 PM

SPECIALS -- UPGRADES -- CLOSEOUTS

CLOSEOUTS & OVERSTOCKS

Neil Pryde Suits – 33% Off
Select Regulators – 40% Off
Select BCs – 30 - 50% Off
Select Ikelite Lights – 40% Off
Vytec Computers – 40 % Off

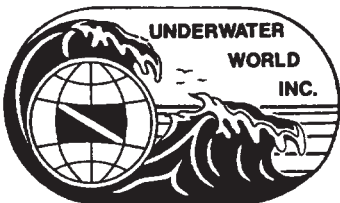
Quantities Limited

UPGRADES

Oceanic Delta 4 Regulator – \$425.00
Oceanic GT3 Regulator – \$319.95
Oceanic Pro Plus 2 Computer – \$635.00
Oceanic VT3 Computer – \$799.00
Oceanic Veo 100 NX Wrist – \$239.00

September 1st Only

We will have some great deals for you while Mike is in Galapagos. There are a number of BCs and regulators that we have either too many of or are being replaced with a new model. This can work to your advantage. We want to move them out and we are willing to deal. As for the upgrades, if you have an old regulator or computer, you can receive 20% off the retail price of a new Oceanic regulator or computer. This is a good opportunity for you to get something for your old equipment and move into the present. Your old regulator or computer does not even have to work. Just bring it in. We look forward to seeing you on the 1st. Don't miss it. Mike is back on the 4th.



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