



ET Water CEO Pat McIntyre to Present at SDForum's "Global Water Crisis: Challenges and Opportunities for Clean Energy" Conference on January 25, 2011

Novato, Calif., January 18, 2011 – ET Water Systems, Inc., a leading demand-side water management, conservation, and smart irrigation control and services company, today announced that Chief Executive Officer Pat McIntyre will present at SDForum's "Global Water Crisis: Challenges and Opportunities for Clean Energy" conference in partnership with Australia as part of the 'G'day USA 2011 program. The conference will be held on Tuesday, January 25, 2011 from 8:30 a.m. to 4:45 p.m. PST at the AMD Commons Auditorium in Sunnyvale, CA.

Pat McIntyre's panel session, "Entrepreneurial Innovation" is scheduled from 1:15 p.m. - 2:00 p.m. PST. A video of the panel session will be made available on the Company's web site in Press Room at www.etwater.com. For more information on the "Global Water Crisis: Challenges and Opportunities for Clean Energy" conference please visit <http://www.sdforum.org/water>.

About ET Water Systems, Inc.

Since 2002, ET Water has been at the forefront of green technology solving one of the world's most important environmental challenges through intelligent irrigation management. By integrating the power of the internet with state-of-the-art software, database technology, horticulture science and weather data, ET Water is perfecting the science of landscape irrigation with systems that reduce water consumption by 20 to 50-percent or more, simplify administration, improve landscape quality, and reduce runoff pollution. ETwater™ Manager is an intuitive, easy-to-use web interface that provides quick set-up, automated scheduling, irrigation history and remote monitoring and adjustment. Hardware options that share the ETwater Manager platform include the award-winning SmartBox™ smart controllers, SmartWorks™ Replacement Panels to replace the electronic panel assemblies in many traditional Rain Bird®, RainMaster® and Irritrol® commercial controllers, and HermitCrab™ universal smart controller that upgrade inefficient conventional irrigation controllers to ETwater smart irrigation. To discover why some of the largest commercial and municipal properties in the world entrust their landscapes to ET Water Systems please visit www.etwater.com.

Twitter: <http://twitter.com/ETWaterSystems>

Product Demo: <http://www.etwater.com/public/support.html>

Company B-Roll: http://www.youtube.com/watch?v=nt_bMMiYzjs

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