



PRESS RELEASE: Mark Agnew Joins ET Water Board of Advisors

February 1, 2005

CORTE MADERA, Calif. — ET Water Systems, LLC, a leader in weather-based irrigation control systems, announced today that Mark Agnew has joined the company's Board of Advisors. In this role, Agnew will advise the company on all aspects of sales, marketing, and distribution strategy.

Agnew brings over twenty years of experience in irrigation sales and marketing, most recently as president of United Green Mark, a major distributor of landscape and irrigation products in the western U.S. Under his leadership, United Green Mark grew from 5 distribution outlets in California in 1982 to 35 locations in five western states when Agnew retired in 2001. United Green Mark's growth to \$150 million in revenue during this period was fueled by creative marketing coupled with a customer-centric approach to building lasting client relationships. Agnew will contribute his expertise in irrigation products marketing and his long list of key industry contacts to ET Water.

"Mark's encyclopedic knowledge of the irrigation equipment distribution and sales business is already proving invaluable to our company," said Bruce Cardinal, founder and CEO of ET Water. "We are thrilled that Mark has chosen to work with us and take an active role in advising our management team."

"I am excited by ET Water's visionary approach to the landscape irrigation business. Their combination of proprietary web-based technology and the latest horticulture science has created a truly remarkable product at a reasonable price point," said Agnew. "ET Water's product will have a big impact on the landscape irrigation business by offering automated irrigation scheduling and remote management capabilities that were previously only available in much more expensive central control systems." must adjust watering for each station on a daily basis to ensure the landscapes don't fall into water surplus or water deficit conditions.

The assigned CIMIS weather station is in the Mt. Shasta region, and recorded 3.98 inches of rain during the test. The ET Water controller successfully delayed watering as a result of this rainfall. Similarly, the controller adjusted the watering schedule for each landscape during the test in accordance with daily changes in ET.

"Meeting the IA performance criteria was not easy," Cardinal said. "We spent the past 15 months refining our watering algorithm and field testing our product in preparation for testing by CIT. ET Water has now set the bar for the rest of the industry."

ET Water Systems, LLC, founded in December 2002, produces irrigation control systems that combine state-of-the-art horticultural science and proprietary web-based technology to automate the scheduling of sprinkler and drip irrigation. Following 22 months of development and field testing, the company's patent pending commercial and residential irrigation systems are being introduced for sale at the November 14-16, 2004 International Irrigation Show in Tampa, Florida. For more information on ET Water, please visit our website at www.etwater.com.

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