

PRESS RELEASE



ET Water Sponsors Irrigation Association 2011 Water Conference

Third Annual Water Conference Presented by the Irrigation Association in Conjunction with the American Society of Irrigation Consultants

Novato, CA., - July 18, 2011 – ET Water Systems, the leader in smart irrigation control and water management solutions, today announced sponsorship participation at the Water Conference. “Water for the Future: The Role of Efficient Irrigation” is the theme for the third annual Water Conference presented by the Irrigation Association (IA) in conjunction with the American Society of Irrigation Consultants (ASIC). The 2011 Water Conference is taking place July 21 -22 at the Omni Interlocken Resort and Spa in Broomfield, Colorado.

The conference will feature experts in landscape water management, who will present case studies and lead panels on topics including Water-Efficient Strategies, Future of Water Resources and Implications for the Irrigation Industry, Sustainable Development and Water Resource Management, and more.

On Friday, July 22 at 2:30 p.m. MDT, ET Water Systems Regional Sales Manager, Robert Olson will kick-off the “California AB 1881 Implementation and its Effect on the Irrigation Industry” session. As California is implementing this groundbreaking legislation, the irrigation industry – from contractors, consultants and designers to distributors and manufacturers – is working to ensure that its professionals adhere to the newly created rules and regulations. Warren Gorowitz, Ewing Irrigation’s vice president of sustainability and conservation, will moderate a panel comprised of experts from California, including a water purveyor, irrigation consultant and an irrigation contractor, who will discuss the implementation of AB 1881 and the implications on the irrigation industry.

“ET Water is headquartered in California, with a strong customer-base in Colorado, therefore it was essential to have a stake and voice in this conference,” said Pat McIntyre, CEO of ET Water Systems. “We are delighted to participate in the irrigation industry’s most prominent conference and look forward to deepening productive conversations around AB 1881.”

For more information on the 2011 Water Conference, visit www.irrigation.org/waterconference.

The Irrigation Association

The Irrigation Association is the leading membership organization for irrigation companies and professionals. Together with our members, we are committed to promoting efficient irrigation and to long-term sustainability of water resources for future generations. IA works to improve industry proficiency, advocate sound water management, and grow demand for water-efficient products and services. For more information, visit www.irrigation.org.

About ASIC

The American Society of Irrigation Consultants was formed in 1970. Its members are committed to representing the client in providing independent irrigation consulting services

for the effective use and management of water and other natural resources. For more information about ASIC or its members, visit www.asic.org

About ET Water

ET Water is meeting one of the world's most important environmental challenges – water scarcity – through innovative and patented intelligent water management solutions. By integrating web-based software, cloud computing, horticulture science, real-time weather data and wirelessly connected digital controllers, ET Water's "smart grid for water" and remote management solution reduces landscape water consumption by up to 50% or more versus conventional alternatives, while improving landscape quality, saving labor, and reducing harmful runoff and pollution. For more information, please visit www.etwater.com.

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