



ET Water Systems Selected as a Red Herring Top 100 North America Technology Venture

Novato, CA. (July 19, 2010) - [ET Water Systems](#), the company that is redefining green technology with the world's most advanced and efficient irrigation management systems for landscapes, today announced it has been named to the prestigious Red Herring Top 100 North America roster. This list recognizes the 100 most promising privately held technology companies across all of North America and celebrates these companies' innovations and technologies across their respective industries.

[Red Herring's Top 100 North America](#) list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"We're deeply honored to be named to this prestigious roster," said Pat McIntyre, CEO of ET Water Systems. "As a sustainable technology company dedicated to water conservation by utilizing the web, wireless technology and smart irrigation controllers, it's important to be recognized by technology thought leaders like the editors at Red Herring. ET Water has consistently innovated and will continue to do so as we mainstream our technology and ultimately improve the environment. The team at ET Water is very motivated by this honor and encouraged to do more in the future."

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe ET Water embodies the vision, drive and



innovation that define a successful entrepreneurial venture. Everyone at ET Water Systems should be proud of its accomplishment, as the competition was very strong.”

Red Herring’s editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz” and make the list a valuable instrument of discovery and advocacy for the most promising new business models in North America.

About ET Water Systems

Since 2002, ET Water has been an innovator in “green” technology solving one of the world’s most important environmental challenges through intelligent irrigation management. By integrating the power of the internet with the state-of-the-art in 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. To discover why some of the largest commercial and municipal properties in the world entrust their landscapes to ET Water visit www.etwater.com.

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