

Bob Olson Joins ET Water Systems as Vice President of Sales

September 15, 2004

Mill Valley, Calif. — ET Water Systems, LLC, a leader in weather-based irrigation control systems, today announced that Robert “Bob” Olson has joined the company as Vice President of Sales. In this role, Olson will be responsible for managing all of the sales efforts for the company’s ET Controllers.

Olson brings over twenty years of irrigation equipment sales expertise to ET Water Systems. Most recently, Olson held the position of Regional Vice President for John Deere Landscapes where he was responsible for overseeing branch operations in Utah, Idaho, Oregon and Washington. Prior to joining John Deere Landscapes, Olson spent 18 years with Rain Bird, the largest irrigation equipment manufacturer in the United States. While serving as Regional Sales Manager, reporting directly to the division managers of Rain Bird, Olson was responsible for managing the overall sales efforts for the Pacific Northwest, Southwest and Rocky Mountain Regions. In addition, Olson was involved in the development and implementation of a number of innovative marketing programs

at Rain Bird. The combination of quality products, talented sales representation, innovative marketing and strong industry partnerships contributed to many years of industry-leading sales growth in Olson’s area of responsibility. These same elements will be used to represent the foundation for ET Water System’s growth and success.

“We are pleased to add Bob to our executive team based on his proven track record of success with both Rain Bird and John Deere Landscapes,” said Bruce Cardinal, founder and CEO of ET Water Systems. “Bob’s

expertise in this arena will allow us to jump-start the sales of our new ET Controllers.”

“With the increasing emphasis on landscape water conservation, the time has never been better for the introduction of a highly innovative irrigation control system,” said Olson. “Having been in the irrigation equipment business for more than 20 years, I have not seen a more exciting, yet easy to use irrigation scheduling system than the ET Water Systems solution. That’s why I am so excited to join the ET Water Systems team.”

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.

Press Contact:
Steve Snow, ET Water
Phone: 415-357-5146
Email : ssnow@etwater.com