

ET Water Systems Selected to Present at the California State Assembly Select Committee on California's Green Economy Hearing

Water Conservation and Efficiency is Key Hearing Topic

Novato, Calif., September 20, 2010 - ET Water Systems, Inc., the smart irrigation and water management company, today announced it has been invited to present and participate at the California State Assembly Select Committee on California's Green Economy hearing led by Assemblymember Pedro Nava, Chair, Assembly Select Committee on California's Green Economy. The hearing is scheduled to take place on Tuesday, September 21 from 2:00 – 5:00 pm PDT at the Fresno City Council Chamber, and is open to the public.

Assemblymember Pedro Nava, Chair, Assembly Select Committee on California's Green Economy, is holding a series of hearings in Merced, Fresno, the San Francisco Bay Area, L.A., San Diego, and Camarillo. He has invited a select number of business leaders, elected officials, educators and experts to participate in each of the sessions. The hearing in Fresno has scheduled two panels, the first of which will address Fresno's sustainability plan and will feature the city's sustainability team. The second panel will address the topic of water conservation and efficiency.

ET Water Systems CEO Pat McIntyre is scheduled to speak on Tuesday, September 21 at 2:15 pm PDT during the "Water Efficiency and Conservation" panel. He will focus on several key issues, provide insights and offer recommendations regarding the demand side of water utilization, and discuss how ET Water Systems is leveraging evapotranspiration (ET) water science, technology and weather data to reduce landscape water consumption by 20 to 50 percent and more.

"Policy initiatives that can help drive water conservation and demand management programs including standardized water budgeting methodologies across all water districts in California should be aggressively pursued alongside increased funding for conservation programs and financial incentives for conservation companies," said Pat McIntyre, CEO, ET Water Systems. "We are honored to be selected by Assemblymember Pedro Nava to participate in the discussion and planning of the Greening of California."

ET Water manufactures affordable, high-quality smart irrigation control systems, along with smart controller retrofits to upgrade legacy irrigation systems. ET Water smart controllers combine state-of-the-art horticulture science with proprietary web-based technology to automate the scheduling and management of irrigation systems for commercial, municipal and residential landscapes. Water is applied to landscapes based on current weather conditions and specific landscape factors, including plant type, soil type, slope and sun/shade conditions to reduce water consumption by 20 to 50 percent or more while improving landscape quality, and reducing runoff pollution.

The ET Water smart irrigation product line is comprised of 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 the [ETwater Manager](#); an intuitive, easy-to-use web interface that provides quick set-up, automated scheduling, irrigation history and remote monitoring and adjustment.

PRESS RELEASE



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 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.

Additional Links:

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

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

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