

ET Water Systems Touts Smart Irrigation and Water Efficiency and Conservation at the Third-Annual WaterSmart Innovations Conference

Novato, Calif., October 6, 2010 - ET Water Systems, Inc., the leader in smart irrigation control and demand-side water management, today announced that the Company will showcase its award-winning smart irrigation technology and innovations at WaterSmart Innovations Conference & Exposition which is taking place October 6-8, 2010 at the South Point Hotel and Conference Center in Las Vegas, Nevada.

The Third-Annual WaterSmart Innovations is the world's largest event focused solely on urban water efficiency. As a tradeshow exhibitor, ET Water Systems will highlight its smart controllers, replacement panels, and SaaS-based water budgeting and management services at booth #514 in partnership with strategic partner, Horizon Distributors Inc. Horizon is a professional distributor that sells a variety of products and services to the green industry professional with over 60 Horizon Sales Centers in the Western U.S., Texas, Georgia and North Carolina.

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.

The WaterSmart Innovations Conference and Exposition is presented by the Southern Nevada Water Authority in partnership with the U.S. Environmental Protection Agency's WaterSense Program, the American Water Works Association and other forward-thinking organizations. For additional information on WaterSmart Innovations Conference & Expo please visit <http://www.watersmartinnovations.com>.

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 state-of-the-art 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 or follow the Company on Twitter at <http://twitter.com/ETWaterSystems>.

PRESS RELEASE



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