

PRESS RELEASE



**ET Water to Showcase Smart Irrigation Solutions at The
2011 Long Beach Landscape Expo on October 12 and 13**

Novato, Calif. — October 10, 2011 — (2011 Long Beach Landscape Expo) ET Water Systems, the leader in smart irrigation control and water management solutions, today announced that it will be showcasing its award-winning portfolio of smart irrigation solutions, including the revolutionary and SWAT-approved HermitCrab™ and new SmartWorks™ Quick Connect Replacement Panel for Rain Bird® 50-Pin, in booth #827 at The 2011 Long Beach Landscape Expo.

The 2011 Long Beach Landscape Expo is a leading tradeshow and conference for landscape professionals, ranging from landscape architects to lawncare professionals. It is scheduled for October 12-13 at the Long Beach Convention Center in Long Beach, Calif. Last year's Long Beach Landscape Expo attracted 4,000 landscape professional attendees.

In addition to its line of full-featured SmartBox digital irrigation controllers, ET Water will be demonstrating the following award-winning smart irrigation innovations:

- HermitCrab — a SWAT-approved universal smart controller and cloud-based water management service that upgrades most brands of inefficient conventional irrigation controllers to ETwater smart irrigation controllers in 10 minutes or less, improving water efficiency and control for the commercial irrigation market. For details please visit: <http://www.etwater.com/public/hermitcrab/>.
- SmartWorks — A Quick Connect Replacement Panel for Rain Bird 50-Pin models, the latest addition to the growing family of SmartWorks replacement panels. The new SmartWorks panels offer owners of Rain Bird controllers with 50-pin connectors a simple and cost-effective upgrade path to ETwater intelligent irrigation. The

SmartWorks panel connects to the existing terminal board in most Rain Bird commercial models that fit in the deep-drawn cabinet and have a 50-pin connector, including: Rain Bird®, Rain Master® and Irritrol® commercial controllers, including the ESP-MC (Maxicom2® compatible) and ESP-SAT series. For details please visit: <http://www.etwater.com/public/product-smartworks.html>.

For more information, please visit <http://www.landscapeonline.com/research/TLE/index-tle-2011.php>.

About ET Water

ET Water is solving 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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