

ET Water Systems CEO to Present at the GoingGreen Silicon Valley Conference

‘CEO Showcase’ To Focus on Achieving Greater Water Efficiency and Water Conservation through Integrated Demand Management Solution

Novato, Calif., October 11, 2010 — [ET Water Systems, Inc.](#), the leader in smart irrigation control and demand-side water management, today announced that CEO Pat McIntyre will present at the fourth annual GoingGreen Silicon Valley conference taking place October 12-14, 2010 at the Golden Gate Club at the Presidio of San Francisco.

GoingGreen Silicon Valley is a two-and-a-half-day executive event featuring CEO presentations and high-level debates on the most promising emerging green technologies and new market opportunities. Mr. McIntyre is scheduled to present a CEO Showcase on achieving greater water efficiency and water conservation through demand water management on Wednesday, October 13 at 11:00 a.m. PDT in Ballroom 2.

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.

“AlwaysOn’s GoingGreen conference provides a platform to address the environmental conversations, policies and technology changes required to help improve our planet and better utilize and conserve our natural resources,” said Pat McIntyre, CEO of ET Water Systems. “We are honored to be selected to participate in the conference and to address the ongoing crisis in water management, conservation and efficiency that is plaguing our environment.”

“Demand-side water management is fundamental to the green tech industry,” said Marc B. Sternberg, President and COO of AlwaysOn. “We are pleased to have ET Water Systems share their insights and professional acumen in this critical environmental sector.”

For additional information on GoingGreen Silicon Valley please visit <http://www.aonetwork.com/AOEvents/GoingGreen/GoingGreen-Silicon-Valley>.

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.

PRESS RELEASE



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.

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>

Company B-Roll: http://www.youtube.com/watch?v=nt_bMMiYzjs

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