

## **ET Water Systems Named a Finalist for the 2010 Red Herring 100 North America Award**

**Novato, Calif., (June 21, 2010)** - ET Water Systems, Inc., the company that is redefining green technology with the world's most advanced and efficient irrigation management systems for landscapes, today announced it has been named a Finalist for the Red Herring 100 North America Award, a prestigious recognition honoring the year's most promising private technology ventures in North America. ET Water Systems is scheduled to present its award-winning smart irrigation technology at the Red Herring North America 2010 conference on Wednesday June 23 at 1:30 p.m. EST at the Hotel Del Coronado in San Diego, California.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across North America. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award. The Top 100 winners will be announced at a special awards ceremony on June 24 at the event.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"We are honored to be selected as a finalist for this year's Red Herring 100 North America Award," said Pat McIntyre, CEO of ET Water Systems. "This award further validates our leadership in this important and growing market, and recognizes the innovative ways we integrate web services and mobile communications with smart irrigation controllers to conserve our limited water resources."

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were so many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. ET Water Systems shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of the Red Herring North America award. We know this year's crop will grow into some amazing companies that are sure to go far."

### **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

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