



## **ET Water and EZ-FLO Announce Strategic Partnership to Control Fertilizing through the Internet**

**San Antonio, TX— November 4, 2006**

ET Water and EZ-FLO announce the formation of a strategic partnership to jointly promote each other's irrigation products. As part of this relationship, ET Water has modified its software and irrigation controllers to intelligently vary the release of fertilizers or supplements through an EZ-FLO dispenser to any zone in a landscape irrigation system. With this integration, ET Water can now offer zone controlled release of varying amounts of fertilizers and supplements based on water usage and seasonality. Customers that use ET Water controllers can now integrate an EZ-FLO fertilizer dispenser into the irrigation system and can control the fertilizing levels for any zone on that system to achieve a customer's desired results. This functionality allows users to schedule and remotely control the release of fertilizers and other landscape supplements through a simple to use Web interface on any computer attached to the internet.

Fertigation is a technique that describes the delivery of waterborne fertilizers through an irrigation system. Fertigation provides plants with essential nutrients through both the plant's leaves, as well as roots. Since most of the fertilizer is absorbed by the plants as it is applied, the fertilizer needed drops by 70-90%. As a result, fertilizer run-off is virtually eliminated. Water usage can also be reduced on average by 20-50% using fertigation since the plants' root mass becomes more robust and can hold and use available water more efficiently. According to Tom Patton, President and CEO of EZ-FLO Fertilizing Systems, "Dynamic control over the release of fertilizers, based upon ET Water's award winning approach to reducing overall water usage, is an important evolutionary step to further drive the acceptance of fertigation into the landscape sector."

Bruce Cardinal, CEO of ET Water concurs by saying "EZ-FLO's method of micro-dosing dovetails perfectly with our goals of providing increasingly efficient irrigation and integrating added-value landscape management and beautification services. Integrating with EZ-FLO saves even more water and makes fertilization more convenient and controllable. By fertigation-enabling ET Waters' controllers to work with EZ-FLO dispensers, we are providing our customers with a valuable benefit that has not been available from any other ET controller manufacturer."

Single or multiple EZ-FLO dispensers can be controlled through ET Water's controllers so that a variety of products can be distributed as well. Best of breed landscape solution products such as bio-stimulants, wetting agents, growth inhibitors, soil fertility products and insect and animal repellants can now be applied separately, or in combination with fertilizers, to maximize the health and beauty of any landscape. Being able to control dosage rates along with watering levels is a critical element in any effective landscape maintenance plan.

### **About ET Water**

ET Water makes a smart irrigation controller system that combines the latest horticulture science, real-time weather data and Web technology to optimize and automate irrigation watering. ET Water Systems, LLC was founded in Marin County, California, in the fall of 2002 by experienced high-tech entrepreneurs with a passion for protecting the environment. Since that time, ET Water qualified for a number of water agency rebate programs, became the first company to successfully complete the Irrigation Industry Association's rigorous "Smart Water Application Technology" protocol testing; and forged key relationships with leading homebuilders, commercial landscapers, property managers, and distribution channel partners. In September 2006, ET Water won the prestigious *Wall Street Journal's* Innovative Technology Award as the best innovation in environmental products.

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**About EZ-FLO**

EZ FLO Fertilizing Systems is a world leader in automatic fertilizer and supplement dispensing systems for commercial, school, municipal and residential landscapes. Using a number of patented flow technologies, EZ-FLO's dispensers can precisely deliver non-hazardous water soluble or liquid formulations through hose, in-ground sprinkler or drip systems using "micro-dosing", a micro-delivery technique that provides plants the needed nutrients or supplements in small doses, every time you water. Micro-dosing significantly reduces fertilizer run-off since fertilizers are almost entirely absorbed by plants which in turn reduces fertilizer applied. Having no moving parts, EZ-FLO units are highly dependable and reliable, install very easily and have a very long service life. They also do not need to be refilled as often since they can handle higher concentrates than liquid fertilizer injectors saving time and money. Finally EZ-FLO dispensers require no ongoing maintenance, unlike competitive fertigation dispensers.

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