



**Southern Botanical and ET Water Announce Strategic Partnership to Introduce  
“Smart Grid for Water” Capabilities to the Texas Market**

State-Of-The-Art Irrigation and Water Management Systems Provide Clients with Customized Remote Water Management Services While More Efficiently Maintaining Beautiful Landscapes and Significantly Reducing Environmental Impact

**Dallas, Texas – October 24, 2011** – Southern Botanical, Inc., the Dallas-Fort Worth benchmark for high-end landscaping and garden management, and ET Water Systems; a green technology services company that specializes in smart irrigation control systems, wirelessly-connected remote management capabilities and water conservation, today announced a strategic partnership that will dramatically improve Southern Botanical's client services and enhance the health and beauty of landscapes while reducing environmental impact and client inconvenience. The partnership calls for Southern Botanical to introduce the groundbreaking ET Water HermitCrab® universal smart irrigation controller throughout their distinguished clientele of residential and commercial properties in North Texas.

Southern Botanical began partnering with ET Water in spring 2011 to bolster remote client service offerings in preparation for the volatile Dallas irrigation season. Southern Botanical has already begun upgrading their clients' legacy controllers to smart irrigation controllers with ET Water's HermitCrab universal controller, a small self-contained weatherproof unit that easily plugs into a broad range of existing conventional irrigation controllers, immediately converting them into wirelessly-connected smart controllers that have the capability to automatically adjust irrigation levels based on weather.

HermitCrab operates on ET Water's award-winning cloud-based service platform to efficiently and remotely manage clients' landscape irrigation in real time via web-enabled smartphones and tablet PCs. The remote functionality also increases service quality through immediate site management for Southern Botanical clients while reducing the environmental impact and disruption of repeated site visits and truck rolls.

“We specifically selected ET Water because the cloud-based technology platform gave us greater exposure, reliability, and direct control of our clients' controllers by providing us with remote management capabilities for scheduled or real-time adjustments without the disturbance of a scheduled appointment or requiring the homeowner to be present,” said Jason Craven, President and CEO of Southern Botanical, Inc. “The irrigation market is evolving and because ET Water is in the cloud, we can provide our clients with a seamless, unobtrusive, out-of-sight remote management service of their irrigation system. This helps us adjust to our clients' daily-changing needs due to unpredictable Dallas weather or a last-minute backyard party. ET Water does exactly what the system is supposed to do, tells us what we need to know, and adjusts irrigation based on real-time local weather data. Our early adopter clients have expressed satisfaction across the board, and we look forward to a long and productive relationship with ET Water.”

“This partnership is founded on the shared principle of continually increasing customer service, value, performance and satisfaction while reducing water consumption to conserve our most precious resource,” said Pat McIntyre, CEO, ET Water Systems. “We have set a new standard with HermitCrab, the most innovative universal smart irrigation controller available for the commercial irrigation market today, and Southern Botanical continues to be the benchmark in landscape and irrigation installation and maintenance. Together we will deliver the most innovative irrigation system and service to our shared clients.”

Southern Botanical will be introducing the new SWAT-certified ET Water HermitCrab™ universal smart controller to clients in North Texas. For more information on becoming a Southern Botanical client please visit <http://www.southernbotanical.com>.

### **About Southern Botanical**

Southern Botanical is the Dallas-Fort Worth benchmark for high-end landscaping and garden management. Considered a turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations, Southern Botanical has one objective - total commitment to meeting clients' individual needs. They hire only licensed and certified professionals to lead their teams, and all employees attend a weekly continuing education program focusing on efficiency, quality control, communication and professionalism. Their clientele includes many high-end residences, exclusive hotels, HOA's and commercial properties, but no job is considered too big or too small. They were recently included on the prestigious 2010 Dallas 100 list from SMU's Cox School of Business.

### **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](http://www.etwater.com).

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