

New PureSense Irrigation Manager Software Offers Complete Tool for Planning and Scheduling Irrigations

Fresno, Calif., April 23, 2009 – PureSense Environmental Inc. today introduced the newest version of its Irrigation Manager™ software that offers growers significant improvements for scheduling and planning irrigations throughout the growing season.

Irrigation Manager Version 4.0 (V4) was launched April 22 during an event hosted by The Center for Irrigation Technology and PureSense at the Claude Laval Water and Energy Technology (WET) Incubator on the campus of California State University, Fresno.

Growers, crop consultants and other invited guests attended the meeting titled *Managing Irrigation in a Water-Short Year*, which featured strategies and tools to help growers cope with a shrinking water supply. A highlight of the meeting was a demonstration of the new Irrigation Manager V4, as well as a panel of growers who talked about how they can make better crop irrigation decisions and realize more profit per acre through efficient water use and crop inputs.

PureSense provides technology and services tailored to help growers realize more profit per acre through the efficient use of water and other farm inputs. Field monitoring stations collect deep soil moisture status and climate information then transmit that information in real-time to PureSense servers. Grower's then access up-to-date information on irrigation requirements via the Web on their computer or mobile phone.

"The new Irrigation Manager V4 offers major enhancements over previous versions, giving growers a complete water-management tool to drive season-long irrigation decision-making," said PureSense CEO Keith Hartley.

"PureSense is the only irrigation management system supporting real-time monitoring with irrigation planning, scheduling and agronomic tools and advice. No other company offers this level of reliable data collection from a grower's fields. The data collected is accurate, reliable and never more than 15-minutes old," Hartley added.

Almond grower Steve Paul said the new Irrigation Manager V4 allows him to monitor from his laptop computer soil moisture status, actual inches of water applied, and site-specific evapotranspiration rates to make more informed irrigation decisions.

Paul farms nearly 3,800 acres of almonds in the Shafter/Wasco area of Kern County, Calif., using PureSense.

"PureSense takes the guesswork out of managing my irrigation. I can go online from anytime, anyplace and know what's going on in my field and with my irrigation system," Paul said. "The information is reliable and simple to understand so I know what is happening and can schedule and plan accordingly."

The new Planning and Scheduling tools in Irrigation Manager V4 help growers budget the amount of water required for each plant growth stage and schedule irrigations based on current soil moisture availability, weather/canopy climate conditions and site-specific evapotranspiration rates.

In addition to these enhancements, Irrigation Manager V4 software now provides real-time information on irrigation system operation and actual inches of applied water so growers can track water use and communicate that information to their irrigators.

About PureSense

PureSense helps growers make better crop irrigation decisions and realize more profit per acre through the efficient use of water and other farm inputs. Growers gain higher quality crops and greater yields while protecting the environment through the conservation of water, energy and land.

PureSense is used on more than 700 farm sites, covering 50,000 acres and 24 different crops. The company was founded in 2002 with offices in Fresno and Oakland. For more information on PureSense, contact PureSense at (888) 882-PURE or visit

www.PureSense.com.



Keith Hartley
CEO of PureSense

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