

**PureSense Announces Launch Event for New Irrigation Manager Software**  
*Agriculture Leader adds Irrigation Scheduling and Planning Features to Drive Farm Profitability and Predictive Reporting Capability*

**FRESNO, Calif., April 2, 2009** --PureSense Environmental, the leader in crop performance monitoring solutions for commercial agriculture, announced today its upcoming launch event for Irrigation Manager™ version 4 (V4), the latest release of its agriculture software that drives profitability for California growers through efficient use of water and other farm inputs.

The event is scheduled for Wednesday, April 22, 2009 from 11:30 a.m. – 3 p.m. at the Claude Laval Water and Energy Technology (WET) Incubator, 5370 N. Chestnut Avenue on the campus of California State University, Fresno.

“PureSense simply delivers a better irrigation management service for farmers, enabling them to increase yield, improve crop quality, and most importantly, become more profitable,” said Keith Hartley, CEO of PureSense.

“PureSense is the only irrigation management system supporting real-time monitoring with irrigation planning and 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 said.

The new Irrigation Manager V4 greatly expands the software capability of PureSense, adding both irrigation scheduling and irrigation planning modules among other improvements. The addition of these real-time irrigation features continues to widen the value gap between PureSense and the competition.

“As water becomes an increasingly scarce resource, PureSense is helping growers successfully navigate the drought situation throughout the most profitable growing regions in the world,” added Hartley.

As part of the launch event, PureSense has partnered with Fresno State University’s Center for Irrigation Technology to jointly present a workshop on irrigation tools and strategies to help growers cope with a shrinking water supply. Go to [www.PureSense.com](http://www.PureSense.com) for details about the April 22 launch event.

**About PureSense**

PureSense is revolutionizing the agricultural industry by driving greater profitability on today’s farm through the efficient use of water and chemicals. PureSense farmers grow the largest and healthiest crops by embracing easy-to-use field intelligence on plant growth and health. Growers on more than 700 farm sites comprised of 44,000+ acres and covering 24 different crops currently use the PureSense solution. The company has offices in Oakland and Fresno. Visit [www.puresense.com](http://www.puresense.com).

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