

Press Release
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**Suppliers and Growers Embrace PureSense Solution
for Irrigation Management**

***Irrigation Scheduling and Planning Capability Provides a
Complete Toolkit***

OAKLAND, CA. (June 3, 2009) Irrigation suppliers are benefiting from the technology and on-going support provided by PureSense Environmental Inc., an agriculture company that helps growers improve profitability by making smart, informed decisions with their water resources.

“The PureSense solution for irrigation management is a perfect fit for our company’s goal of helping farmers produce larger, healthier yields through better irrigation practices,” said Larry Rompel, president of AgriValley Irrigation, a full service irrigation company in the Central Valley of California.

“PureSense is delivering much more than just data. It’s helping growers make informed irrigation decisions,” Rompel added.

Durham Pump, a newly enrolled PureSense channel partner in the Chico area, offers the PureSense service as part of its ongoing support of grower efficiency. Durham helps farmers create smarter irrigation practices through high-performance irrigation systems.

“As we design and build irrigation systems for commercial farmers, we look for ways to drive the efficiency of how they make their irrigation decisions,” said Walt Chrupalo, president of Durham Pump. “With PureSense, we’re able to offer our customers the tools needed for using their irrigation systems to the fullest.”

PureSense is the only company delivering a comprehensive solution with distinct benefits compared to other soil moisture monitoring companies. Delivering real-time intelligence from a grower’s field, PureSense allows customers to monitor, plan, and schedule their irrigation, producing top-line yield and bottom-line cost savings. PureSense is used on 725 farm sites comprised of 50,000+ acres and covering 25 different crops grown by the world’s largest, most profitable farmers.

"Efficiency in water use is key for the sustainability of agriculture," said Keith Hartley, CEO of PureSense. "With everyone talking about the drought, PureSense is focused on helping growers make better decisions with their water. Other vendors focus solely on the data. At PureSense, we take that data and help drive informed decision-making based on the data, resulting in larger, higher producing crops for our growers".

About PureSense

PureSense helps growers make better crop irrigation decisions and realize more profit per acre through the efficient use of water. Water and soil are limiting factors in crop performance. Growers can gain greater control of those factors by monitoring, measuring, planning and scheduling their irrigation needs with the technology and service provided by PureSense. The company was founded in 2002 with offices in Fresno and Oakland, California. The Fresno office is part of the Claude Laval Water and Energy Technology (WET) Incubator at California State University, Fresno. For more information on PureSense, contact PureSense headquarters at 1-888-882-PURE, 510-444-1631 or visit www.puresense.com.