

New PureSense Irrigation Manager™ Software Offers Complete Tool to Help Growers Make Successful Irrigation Decisions

Fresno, Calif., March 9, 2010 – PureSense Environmental Inc. launched yesterday the newest version of its Irrigation Manager™ software that offers growers significant improvements for using real-time weather and soil moisture data to make critical irrigation decisions.

The new version greatly expands the software capability of PureSense, but the focus of the new features is ease of use for growers. New charts allow growers to easily track inches of available water, growing degree days, chill hours, total applied water vs ET, and changes in moisture uptake. New color-coded icons give growers a quick and informative snap-shot of the soil moisture levels in all of their irrigation sets on a single screen.

"PureSense Irrigation Manager V4.2 offers major enhancements over previous versions, giving growers a more complete and user-friendly soil moisture management tool to drive irrigation decision-making" said PureSense President and CEO, Chris Berkner. "In addition, our new LiveChat feature allows our customers to have instant access to a PureSense support team member, without even having to pick up the phone. With this new release, PureSense is raising the bar for customer service and customer satisfaction."

The new Auto-Schedule feature is also a significant improvement to the software. Once a grower finalizes an irrigation strategy with PureSense Support, a single click will generate weekly irrigation schedules. Reports as well as Work Orders allow growers to share their irrigation schedule with employees.

PureSense will showcase their new software at the Irrigation Performance Summit on March 19, 2010. The event, held at 2911 E. Barstow on the Fresno State campus, will feature keynote speakers, a grower panel and new technology demonstrations. To learn more and to RSVP go to http://www.puresense.com/News_Events.aspx or contact Amber Wighton at 805.441.3689 or awighton@puresense.com.

About PureSense

In a time when water is a limited resource, PureSense is one of the only companies dedicated to helping growers solve their water-related problems by providing them with the hardware, software and service needed to analyze critical field information. By doing so, many growers who use PureSense are seeing increases in yields and overall plant health, as well as reductions in farm inputs.