

## Two Accomplished Executives Join the PureSense Team to Help Lead Growth

**FRESNO, Calif., February 10, 2010** -- PureSense, the leader in irrigation monitoring solutions for commercial agriculture, announced two new executive appointments today. Lance Donny, founder of Valley Ventures, has taken the role of Chief Financial Officer; and Jeff Waters, formerly a National Account Manager with John Deere Agri-Services, has been named Vice President of Sales.

"I'm excited to have both Lance and Jeff in these pivotal roles," said Chris Berkner, CEO of PureSense. "Their demonstrated leadership abilities, their vast professional expertise and their deep knowledge and connections in agriculture will help PureSense accelerate expansion while maintaining our primary focus on service and results for our growers."

Lance Donny is a 20-year executive with broad experience in technology, finance, and early stage companies. Donny is a Central Valley native where he grew up working on his family's farm growing grapes and tree fruit from Madera to Livingstone. Donny is a graduate of California State University Fresno with a Bachelor of Science degree in Accounting.

"After hearing about PureSense, meeting their team, and seeing some of the real impact they are able to make for growers, I realized they could significantly influence agriculture in the Valley and Worldwide," said Donny. "My background in software, finance, and agriculture seemed to be a perfect fit."

Donny's success with several leading companies including MBIA and United Security Bank made him a prime candidate for PureSense. In addition, Donny founded or was involved in several early stage companies. His main goal with PureSense is simple: keeping growers happy and successful.

"My major goal is ensuring our customers completely adopt our solution in their farming and that all parts of the organization support them," said Donny. "If we ensure we're focused on earning our customers' trust and their reliance on PureSense to make their irrigation decisions, they're going to be successful and in turn, we'll be successful."

Jeff Waters joins PureSense with considerable experience in the agriculture industry. Waters began his career managing a fertilizer company and later became Ranch Manager for Wawona Frozen Foods where he managed 750 acres of stone fruit and strawberries.

Waters later became Sales Manager of Earthwise Organics, where he substantially grew the company's sales, making it the largest soil amendment company in California. Waters' most recent position was National Account Manager for John Deere Agri-Services, where he helped successfully bring a number of technologies to the agriculture market. Waters chose to join PureSense because of their cutting-edge technology and commitment to growers.

"No one in the irrigation software industry has a solution like PureSense - their software solutions are on the cutting-edge of technology that supports everyday farming decisions," said Waters. "PureSense proves themselves to be one of the few solutions that actually creates value to growers."

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### ***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, growers who use PureSense are seeing an increase in yields, overall plant health and decrease in farm inputs.*

### **For More Information, contact:**

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