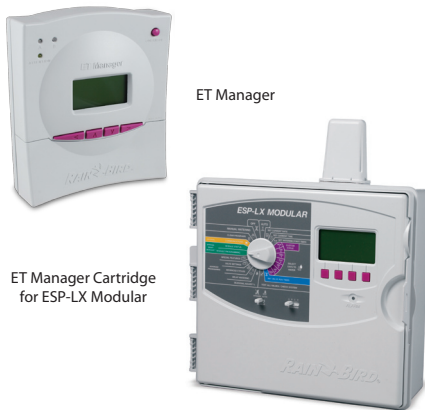


ExactET Overview

Owners: Darren Kovacs and Graham Duffy
Date Founded: 2005
Headquarters: Calgary, Canada
Service Area: 13 cities
ET Managers Installed: 257



ExactET Customer Case Studies

Southcentre Mall

Usage Before ET Manager

» 2,296k Gallons / 8,692k Liters

2006

Usage With ET Manager

» 1,310k Gallons / 4,958k Liters

Water Savings

» 986k Gallons / 3,734k Liters = 43% Saved

2007

Usage With ET Manager

» 699k Gallons / 2,647k Liters

Water Savings

» 1,597k Gallons / 6,045k Liters = 70% Saved

Two-Year Cost Savings* \$12,573 US



ExactET Owners Darren Kovacs (left) and Graham Duffy.

The Numbers Say it All

How the ExactET company saves customers thousands with Rain Bird's ET Manager

Southcentre Mall—\$12,573.27 in water costs saved over two years. Beattie Homes Head Office—\$2,418 saved. Rain Bird's ET Manager, which automatically adjusts watering schedules based on weather data, has become increasingly popular for reducing water consumption. But forget the notion that smart control systems are just about environmentalism; for many companies it's a no-brainer for saving money.

Graham Duffy is the owner of ExactET, a provider of the real-time weather data that Rain Bird ET Managers rely on to adjust and optimize watering schedules. When asked if he was satisfied with the ET Manager's performance, Duffy replied "we have had great success in the Canadian market for the simple reason that the ET Manager does exactly what it claims to do. Last year in Calgary we had our hottest July in 47 years and the system worked flawlessly to ensure our clients' landscapes remained healthy while still delivering overall water savings for the 2007 irrigation season."

After having been formed only three years ago, ExactET is now the leading provider of ET weather data to the landscape irrigation industry in Canada.

After having been formed only three years ago, ExactET is now the leading provider of ET weather data to the landscape irrigation industry in Canada. With 37 weather stations from Vancouver to Montreal, they provide ET data to many local installers of Rain Bird ET Managers throughout the country.

Beattie Homes Head Office

Usage Before ET Manager

» 416k Gallons / 1,574k Liters

2006

Usage With ET Manager

» 214k Gallons / 811k Liters

Water Savings

» 202k Gallons / 763k Liters
49% Saved

2007

Usage With ET Manager

» 164k Gallons / 620k Liters

Water Savings

» 252k Gallons / 954k Liters
60% Saved

Two-Year Cost Savings* \$2,412 US

* Currency figures as of 6-23-08.

These are documented water savings during a typical irrigation season (May-September.)

Water cost savings based on City of Calgary irrigation water meter rates of \$1.3628/m³ in 2006 and \$1.4446/m³ for 2007.



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The Intelligent Use of Water™

Visit us at www.rainbird.com to learn more about our efforts.

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Duffy credits part of his company's success to simply tracking the water-saving results of its ET systems for customers. With these numbers in hand, the benefits are more readily apparent to a broad variety of end users.

According to Duffy, this is an excellent time to be in the smart control system business. With headlines across Canada and the US proclaiming droughts, water restrictions and government initiatives to reduce water use, there is more of a need than ever for water conservation solutions. On June 4th, the Vancouver Sun reported that the province of British Columbia plans to mandate 33% water efficiency improvements by 2020. Regulations such as these, combined with the proven effectiveness of ET technology, has prompted individual homeowners to start investing in smart control systems—and that is a huge market.



One of ExactET's 37 weather stations.

Duffy reports that he chose Rain Bird's ET Manager because it has more accurate technology; "it uses real-time, highly accurate weather data and applies the process of Managed Allowed Depletion." The Managed Allowed Depletion

With headlines across Canada and the US proclaiming droughts, water restrictions and government initiatives to reduce water use, there is more of a need than ever for a water conservation solution.

method delays irrigation until water from the last watering or rain has evaporated, which increases oxygen in the soil and promotes a deeper, healthier root system. Duffy also reported that he chose Rain Bird's ET Manager "because it was reliable, non-invasive, and works seamlessly with any controller."

Graham offers this advice to contractors, "you need to start looking into offering this smart weather technology. In terms of the ET Manager, the installation process is relatively simple to learn. After the initial couple of installs we and our installers became quite proficient with the ET Manager."

» Find out more about Rainbird's ET Manager:

ET Manager Hotline: 1-877-351-6588 or www.rainbird.com/etmanager