



Newsletter

July, 2009

Dear friends,

We are delighted to reveal that although the economic downturn is having a major effect on businesses across this wonderful land of ours, ExactET continues to spread its wings.

Since I last wrote, we have added another new weather station in Alberta – Cochrane. The weather station has been launched in partnership with the Town of Cochrane and brings our Canadian network of weather stations to almost 40.

Cochrane's problems with water supply are well documented, and one of the four cornerstone mandates of the town's economic development strategy is sustainability. We believe we can offer considerable help.

We are close to activating stations in even more Canadian cities, but until ink has been committed to paper, we'll keep those a secret for now.

Thanks to the diligent work of our sales force, we have also attracted many new customers to climate controlled irrigation, including:-

- Calgary's historic Lougheed House (through Alberta Infrastructure)
- Agrium Inc.
- Ronmor Holdings Inc.
- ATCO Gas
- Calgary Roman Catholic Separate School District
- Glencoe Club, Calgary
- Erin Mills Development Corporation

I don't think anyone will disagree with me when I say that so far this has been a weird summer when it comes to weather.

Probably the biggest oddity was the dry start through May and June. On average, Calgary received 2.45 inches of effective rainfall compared to over eight inches in the previous two years. In Edmonton, the situation was even worse with average rainfall a mere 0.66 inches.

This means people with climate controlled irrigation had to water almost twice as much (13 times in 2009 compared to 7 times in 2008 and 2007) to keep landscapes looking their very best.

We expect the wet start to July will alter those statistics in favour of our Calgary based clients.

Even we concede irrigation is not exactly the sexiest subject on the planet.

But we are fortunate that several Alberta-based publications have given substantial space in recent weeks to spotlight ExactET and the positive effects our cutting edge technology has on water conservation.

In particular, we'd like to thank the Calgary Herald, Avenue magazine, Calgary's Building Owners and Managers Association (BOMA) and the Calgary Horticultural Society.

And please look out for the August edition of Venture magazine where ExactET is the subject of a feature article.

Regards

Graham



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