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**FOR IMMEDIATE RELEASE**

## **NEW DISPLAY TO HANDLE IN STORE DEMAND**

*Rain Bird Europe develops new POP to hold 200 Gel Pacs*

**SANTA ROSA, CA** – January 16, 2006 – DriWater, Inc., worldwide manufacturer of DRiWATER, is pleased to announce the roll out of Rain Bird Europe’s new point of purchase display. Rain Bird Europe has successfully introduced DRiWATER products during a mid 2004 market test. The 2005 sales were better than anticipated at the store level where the retailer sold out of the 48-unit display tray. The new self-standing POP will hold 200 units and are refillable.

The 2005 roll out of DRiWATER products was concentrated in southern Europe. After such a successful year in 2005 and continued education to the European market, 2006 sales are looking strong,” said Glenn Smith of DriWater, Inc. “Our visit and training in the summer of 2004 gave us an indication that the European market would accept DRiWATER as a solution for watering when people or irrigation are not cost effective.”

DriWater, Inc. has developed the commercial and retail market for DRiWATER in the United States and is working in more than 30 countries around the world. DRiWATER is making the lives of homeowners, travelers, and vacationers much easier. The product is also turning deserts into forests, growing food where it was never possible, and is conserving one of Earth’s most precious resources – water.