



## FOR IMMEDIATE RELEASE

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### **DriWater, Inc. Releases New Product for Plant Maintenance: DRiWATER Thrive**

Santa Rosa, CA – February 11, 2010 – DriWater, Inc. is pleased to announce the release of our newest gel product for plant irrigation, **DRiWATER Thrive**. This new product will complement our patented product offerings of DRiWATER and DRiWATER Plus.

The company began in 1990 with an original DRiWATER formulation that is still offered today, consisting of pure water with food grade binders that turns back to liquid water when in contact with soil enzymes at a plant's roots. In 2006 the company released DRiWATER Plus, a formulation targeted for plant establishment containing nutrients to reduce transplant shock and increase rooting by 190% in 30 days.

The effectiveness and success of DRiWATER Plus for the establishment period of plants stimulated research in a formulation targeted more toward long term plant maintenance; thus DRiWATER Thrive was developed and released. Director of Research and Development Harold Jensen notes, "DRiWATER Thrive has been developed for long term, multiple applications with just the right formulation to provide continuous root stimulation over time. This will be very helpful in establishing native plants while reducing water usage."

DriWater, Inc. has developed the commercial and retail markets for DRiWATER in the United States, and is working in more than 30 countries around the world. DRiWATER used as a plant irrigation alternative helps turn deserts into forests, enables food to be grown where it was not previously possible, and helps to combat global warming while conserving one of Earth's most precious resources—water.

For additional information about DriWater Thrive, contact Harold Jensen at 707-588-1437 or [harold@driwater.com](mailto:harold@driwater.com).

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