



## FOR IMMEDIATE RELEASE

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### **DriWater, Inc. Unveils New Advanced Time-Released Plant Watering Technology at Top North American Trade Show**

Santa Rosa, CA – August 18, 2008 – DriWater, Inc. today announced that it will be unveiling “DRiWATER PLUS”, the company’s latest breakthrough in plant watering and nutrition technology at The Farwest Show, August 21-23, 2008 at the Oregon Convention Center, Portland Oregon, North America’s number one nursery and greenhouse industry trade show.

DRiWATER PLUS, a time-released gelatinous based all-natural and biodegradable water product that is 98% pure water and 2% food-grade ingredients. It now contains balancing nutrition, not only providing plants with consistent moisture, but also allowing them to better consume all the nutritional ingredients naturally found in soil. DRiWATER slowly, over the course of time, returns back to liquid water as it comes into contact with the soil’s natural microorganisms. This liquid permeates down to the root zone and, unlike normal garden irrigation watering, will not evaporate or leach away in the soil. Controlled scientific studies done on PLUS show benefits now including: increased plant rooting over 190% in 30 days; reduced transplant shock and accelerated plant growth. The product is ideal for use in gardens or nurseries and it is also perfect for use in remote areas and hillsides where it helps stop mass soil erosion by increasing the plants’ rooting ability.

“Unveiling our latest plant watering technology, over 4 years in the making, in time for the Farwest Show is perfect timing” noted Joe Paternoster, President and CEO of DriWater, Inc. “We love attending this show because it’s so big and many industry specialists will be present. To be able to unveil DRiWATER PLUS at this show is a real honor, and I hope people get to stop by our booth, 5048 and talk to me in person to learn more about it.” stated Paternoster.

DRiWATER products are now available at Al’s Garden Center located in Sherwood and Woodburn, Oregon, as well as directly from DriWater, Inc. at [www.driwater.com](http://www.driwater.com) 707-588-1444

DriWater, Inc., a Santa Rosa, Company that has been in business over 18 years, is 100% committed to helping the planet by finding new ways to conserve water and grow trees. Water is the world’s most precious commodity for species survival and, in the age of Global Warming, along with mass deforestation, is becoming harder and harder to draw upon worldwide. DriWater, Inc. has made ecological conservation part of its Company credo by helping organizations with DRiWATER product donations, and also through education on water usage, tree growth, and about everyone’s role in ecology and water conservation, to preserve this commodity for future generations.

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