

FOR IMMEDIATE RELEASE

Contact:
Bruce A. Curtis
Director of Marketing
DriWater, Inc.
1042 Hopper Avenue
Santa Rosa, CA 95403
707-588-1443
707-588-1445 fax
bruce@driwater.com
www.driwater.com

DriWater, Inc. Unveils New Advanced Plant Watering Technology at Ecological Conference

Santa Rosa, CA – August 11, 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 California Society for Ecological Restoration (SERCAL) Conference, August 13-16, 2008 at the Wells Fargo Center in Santa Rosa.

DRiWATER PLUS, is a 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 and, from an ecological point of view, 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 technology, over 4 years in the making, in time for the SERCAL conference is perfect timing” noted Joe Paternoster, President and CEO of DriWater, Inc. “SERCAL began back in 1992 and is a non-profit organization dedicated to the purpose of bringing about the recovery of damaged California ecosystems. The conference is held only once a year in California, so it is a real honor and a privilege to have the event locally and also for DriWater, Inc. to represent Santa Rosa, ecologically, at the conference”.

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.

For additional information please contact bruce@driwater.com

###