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DriWater, Inc. Kicks Off Year-Long Cash Donation Program to Benefit Non-Profit Ecological Society

Santa Rosa, CA – October 01, 2008 – DriWater, Inc. proudly announced that their year-long cash donation campaign to help The California Society for Ecological Restoration, (SERCAL) is now in full operation. To celebrate the roll-out of their brand new DRIWATER Plus product line, DriWater, Inc. has put together a generous program where they will donate 5% of net sales to SERCAL on any order for the new Plus line that is already in the works or placed by September, 2009.

SERCAL, which was formed in 1991, is a non-profit organization that is dedicated to bringing about the recovery of damaged California ecosystems and habitats. "Charity begins at home, or in this case, California," mentioned Joe Paternoster, President and CEO of DriWater, Inc. "Supporting a non-profit organization such as SERCAL is an important part of giving back to my home - the State where I was born and raised. We at DriWater, Inc. didn't think twice when deciding what area to focus our donation program towards when we were getting close to rolling out our new DRIWATER Plus product line. Having been in the irrigation industry and also heavily involved in many shrub and tree relocation projects for almost 20 years, I've seen and dealt with many damaged wetlands and habitats, which is heartbreaking. I've also seen what an organization such as SERCAL can do to restore these delicate ecosystems. They work miracles, running on a shoestring budget to help our planet, so they need all the support they can receive."

DRIWATER Plus is not a fertilizer; it is a gelatinous based organic, environmentally friendly, all-natural and biodegradable water product. It is made from 98% water, 2% food-grade ingredients and packed with nutritional properties. DRIWATER Plus 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 or hand watering, will not evaporate or leach away in the soil. DRIWATER Plus works well in many environments and can be used on indoor and outdoor plants, shrubs and trees by the average homeowner as well as on a mass commercial scale. It is ideal to help restore wetlands, habitats and the ecosystem where years of abuse have taken their toll because the balancing nutrition not only provides plants, shrubs and trees with consistent moisture, but also allows them to better consume all the nutritional ingredients naturally found in soil. Controlled scientific studies done on DRIWATER Plus by Jerald E. Wheeler, Ph.D, a renowned Plant Pathologist, show major benefits including: increased plant rooting, over 190% in 30 days; reduced transplant shock; and accelerated plant growth, all of which are vital ingredients when helping restore a battered ecosystem back to its former glory with native transplants.

DriWater, Inc., a California Company, has been in business over 18 years and is the worldwide creator, distributor and manufacturer of the DRIWATER time-release plant water products to both the retail and commercial sectors. DriWater, Inc. 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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