

Contact: Khris Laubacher  
Phone: (707) 588-1444  
Email: [khris@driwater.com](mailto:khris@driwater.com)

**FOR IMMEDIATE RELEASE**

**DRiWATER PLUS INCREASES ROOT MASS BY UP TO 284% IN  
TRANSPLANTS IN 30 DAYS**

*Saving water and labor by establishing plants with new super gel.*

**SANTA ROSA, CA** – March 23, 2007 – DriWater, Inc., worldwide manufacturer of DRiWATER, time-release water, is pleased to announce our new product, DRiWATER Plus. A new gel technology that will enable plants to survive and grow in less time than any other product on the market.

After years of research, DriWater, Inc. has formulated a new water gel technology to water plants while at the same time, increasing root growth and decreasing transplant shock.

“ I have worked with gel technology for 20 years and this is the best product for plants.” said Harold Jensen. “We have finally solved our problem of maintaining viscosity while adding nutrients.”

The new product, DRiWATER Plus, is 98% water and 2% binders and nutrients. “We decided to incorporate zinc and acetic acid due to their known abilities to increase root mass and root structure, as well as decreasing shock from transplanting,” said Dr. Jerald Wheeler, who collaborated with DriWater, Inc on the product development.

“ Our new product will allow trees to establish in shorter periods of time. The enhancement of root development of over 280% in 30 days will create higher survival rates in project plantings.”, said Joseph Paternoster, President/CEO of DriWater, Inc. “Now contractors can place a quart of gel under the tree and know that it will have water and nutrients to live and grow.”

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.