

PRESS RELEASE



FOR IMMEDIATE RELEASE

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MICHIGAN GOVERNOR ANNOUNCES MAJOR CONSERVATION EFFORT Green Partnership with Irrigation Leader Sets National Example

MARSHALL, MICHIGAN (MAY 1, 2009) – The Michigan Governor’s Mansion is serious about water conservation. During the final week of April, the Governor’s Mansion set a local and national example by installing an innovative irrigation system that is proven to save water and money. The Governor’s Mansion joined forces with HYDROLogic®, a turf irrigation distributor headquartered in Minneapolis, to make this happen. HYDROLogic donated the Hc3 Smart System™, an innovative & user friendly system engineered to revolutionize the irrigation industry.

HYDROLogic saw the Michigan Governor’s Mansion’s plan as a prime opportunity to save valuable resources and raise awareness about the powerful impact of the Hc3 Smart System.

“This system is a powerful water conservation tool that protects our most precious natural resource,” said Neil Wilson, Chairman and CEO of HYDROLogic. “It will benefit the Governor’s Mansion both environmentally and financially; saving, on average, hundreds of dollars on water and electricity bills each month.”

Local contractors will install and maintain the Hc3 Smart System at the Governor’s Mansion. They’re part of the Hc3 Certified Professionals network, which includes highly trained, tested and certified contractors with exclusive credentials needed to properly install the Hc3 Smart System. These contractors design, install and maintain the Hc3 Smart System by following strict protocol that took more than two years to develop.

“We went through intensive training courses exclusive to the Hc3 Smart System in order to master the unique way in which this system is engineered and installed in the ground,” said Tim Austin, President of A&H Lawn Service Inc in Saline, MI, and an Hc3 Certified Contractor working on the Governor’s Mansion project.

“The system combines state-of-the-art technology and engineering by aligning high-tech sensors that take into account necessary property variables like slopes, shaded areas, hardscapes and wind and rain” said Geoffrey Oliver, Owner of Green Meadows Lawn Care in Clinton, MI and an Hc3 certified contractor working on the Governor’s Mansion project.

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“The goal of this partnership is to encourage homeowners and businesses in Michigan, and the nation to invest in a greener environment and future,” said Neil Wilson. “This project sends a strong message that needs to be heard on a local, state and national level.”

Hc3 Smart System™ Innovation

The Hc3 Smart System uses the industry’s most reliable, sophisticated and efficient water conservation technologies. It ensures the right amount of water is applied to the right place at the right time. The average household wastes on average 8,000 gallons of water more than necessary watering their lawn each month. This is equivalent to turning a faucet wide open for more than 24 hours. The Hc3 Smart System reduces the water used by a traditional irrigation system by up to 40%. It takes the guesswork out of watering, making it a responsible choice, both environmentally and financially. Once installed, the system receives a rigorous third-party audit, independent of the HYDROLogic network. The auditors are provided with training and tools to carefully evaluate the installation process. The Hc3 Smart System is available locally in markets throughout the Midwest. For more information, please visit www.Hc3Smart.net.

About HYDROLogic®

HYDROLogic is an industry leader in turf irrigation, and has been headquartered in Minneapolis since 1968. Through its vast dealer network, products and services are available in 10 states around the Midwest. HYDROLogic is committed to the green industry, providing the best in water conservation practices. HYDROLogic provides dealers with green industry education, marketing materials, and reliable products and services for a variety of irrigation needs.

MEDIA INFORMATION

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