



ETwater Selects AccuWeather to Provide Data for 'Hyper-Local' Smart Irrigation and Planning Systems

AccuWeather Provides Customized Forecasts and Historical Data for ETwater's New, Free Web Tool to Help Save Water and Money by Minimizing Water Usage

NOVATO, CA (November 12, 2014) -- AccuWeather Enterprise Solutions, the leader in weather risk management, is pleased to work with ETwater, the leader in smart irrigation and water management solutions, in helping enterprises and individuals save money by reducing water usage.

ETwater's newly launched, free web tool will combine AccuWeather localized weather data with an array of soil, plant, and environmental data to create optimized usage plans that replace wasteful manual estimates and equipment.

"We were looking for the largest, most accurate, and most insightful data set for our new services platform, and we found it with AccuWeather," Lee M. Williams, SVP, Product of ETwater said. "The ability to pinpoint specific locations with latitude and longitude coordinates and to relate this back to historical and forecast information about the weather has proven to be a powerful differentiator for us. This combination enables us to build a



‘hyper-local’ or zone based ET calculation for our smart irrigation and planning systems, and to know more about rain than anyone else in our industry.”

ETwater is helping to address unprecedented drought conditions, restrictions, and fines with the launch of a free web tool and site survey that allow anyone to save water and money by calculating the minimum amount of water necessary to maintain the health and beauty of lawns, gardens, and landscapes.

AccuWeather provides historical weather information and microclimate forecasts, localized to latitude/longitude coordinates, which ETwater combines with soil, plant, and other environmental data into an online analytical system that creates an Optimized Irrigation Plan for any site or property in the U.S.

"Highly localized and accurate weather data is a key part of planning for virtually any type of enterprise but ETwater is a particularly vivid example of what weather data can do on a daily basis to help customers while creating competitive differentiation," said Casey McGeever, Chief Commercial Officer for AccuWeather Enterprise Solutions. "By combining ETwater's deep expertise in smart irrigation and growing conditions and AccuWeather's unmatched customization, localization, and accuracy, we



create the most intelligent systems for conserving water usage available anywhere.”

About ETwater

ETwater helps people understand their landscapes and save water. The cloud-based ETwater platform takes environmental data from multiple sources and provides intelligent, automated water irrigation plans and schedules. With our solution you have real-time monitoring and management capability from any mobile or smart device. For more information, please visit www.etwater.com.

Get a free Optimized Irrigation Plan available now at:
<http://www.etwater.com/plan>

About AccuWeather Enterprise Services

AccuWeather Enterprise Solutions is the leader in weather risk management, providing national and global businesses with actionable insights to protect their people, property, and profits. With over 52 years of experience providing customized, 24x7 pinpoint and long-range forecasts with Superior Accuracy™, AccuWeather partners with some of the most successful enterprises in the world, including 240 of the Fortune 500 Companies. AccuWeather provides accurate, timely, detailed, and customized weather data for clients’ exact requirements, through online



and mobile dashboards and hands-on consultation with their expert meteorologists. Their forecasts give the insight required to minimize risk and maximize opportunity.

Visit <http://www.AccuWeather.com/EnterpriseSolutions> for more information.

About AccuWeather, Inc. and AccuWeather.com

Every day over a billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly and Minute by Minute™ forecasts with Superior Accuracy™ for any longitude/latitude on Earth, with customized content and engaging video presentations available on smart phones, tablets, free wired and mobile Internet sites, connected TVs, and Internet appliances, as well as via radio, television, and newspapers. Founded in 1962 by Dr. Joel N. Myers – a Fellow of the American Meteorological Society who was recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine’s Encyclopedia of Entrepreneurs – AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news, weather content, and video for more than 180,000 third-party websites. AccuWeather’s CEO, Barry Lee Myers, is an award winning leader in global



weather information issues and one of the world's most recognized advocates for cooperative relationships between government weather agencies and the weather industry. He is a leader in the digital weather information space. Visit <http://www.AccuWeather.com> for additional information.

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