

COMPANY BACKGROUNDER

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RAIN BIRD CORPORATION **The Intelligent Use of Water™**

It is often one person's vision, fueled by passion and need that leads to innovation. So it was with Thomas Edison's light bulb, Alexander Graham Bell's telephone, Eli Whitney's cotton gin and Orton Englehart's impact sprinkler. Englehart, a Southern California citrus grower, revolutionized the food production industry and ushered in a new era in worldwide irrigation when he invented the horizontal action impact drive sprinkler in 1933.

Clem and Mary LaFetra, neighbors of the inventor, recognized the sprinkler's potential and began to market it. Soon after, they set up a manufacturing facility in the family barn and began production. They chose the company's name, Rain Bird, from an ancient Native American legend about a great bird that brought life-giving rain following a terrible drought.

Today, nearly eight decades after its entrance into the market, Rain Bird Corporation is still a private company based in Azusa, California. The LaFetra family and their employees built the company into the largest manufacturer of irrigation systems in the world. Rain Bird manufactures and sells over 4,000 irrigation products, meeting the diverse watering needs of growers, golf course superintendents, homeowners, contractors and commercial property managers -- in over 130 countries.

The original Rain Bird impact sprinkler, patented in 1935, was designated a historic landmark of agricultural engineering in 1990. Over the years, Rain Bird has been awarded hundreds of patents for its innovative irrigation technology ranging from spray heads and nozzles to valves, rotors and central control systems. Recent examples include XFS Subsurface Dripline, winner of the 2010 Irrigation Show Best New Product Award, which efficiently irrigates turf grass from below the surface; the ESP-SMT smart irrigation control system that brings advanced weather-based control to the homeowner level and reduces water use by up to 70%; and the SST irrigation timer that simplifies watering with revolutionary zone-based programming while including water saving features like automatic rain shut-off and one touch seasonal adjustment.

While the company initially focused on irrigation of citrus crops, one of its first commercial customers in the early '30s was the Los Angeles Country Club. Today, Rain Bird irrigation products are used to efficiently water golf courses, botanical gardens, farms, sports arenas, amusement parks, private homes and vineyards throughout the United States and the world.

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Worldwide soccer fans have marveled at the beautiful playing conditions at such noted sites as the 2010 FIFA® World Cup stadiums in South Africa; baseball enthusiasts have enjoyed spectacular turf at Citizens Bank Park, home of the Philadelphia Phillies; golfers enjoy year-round tournament conditions at Pebble Beach Golf Links in California. Then there are the wonderful gardens at Sea World®, LEGOLAND® California and China's famed Tiananmen Square, which transformed a huge concrete area into a beautiful park of lush grass and shrubs, maintained by a new Rain Bird system; or the orchards and vineyards throughout California that use Rain Bird A5PC Dripline to irrigate hundreds of acres of almonds and wine grapes; and the many beautiful botanic gardens and arboreta throughout the world that rely on Rain Bird systems to stay lush and healthy.

Rain Bird's focus on the most efficient use of water can be found throughout Rain Bird's innovative products. It also shows in its services, such as Rain Bird's Sprinkler Design Service for homeowners; in seminars and training programs for landscape and irrigation professionals; and in greener landscapes accompanied by lower water bills.

The company's commitment to The Intelligent Use of Water extends beyond its products and into public education campaigns, which include: a series of white papers; public service announcements; membership in the Alliance for Water Efficiency and the steering committee advising the U.S. Environmental Protection Agency (EPA) on its WaterSense product labeling program; The Intelligent Use of Water Summit series; and The Intelligent Use of Water Film Competition. Rain Bird also has partnerships with nonprofit organizations, including sponsorship of National Public Gardens Day with the American Public Gardens Association (APGA) and water management education initiatives with the American Society of Golf Course Architects (ASGCA); development and support of elementary and middle school curriculums; and The Intelligent Use of Water Awards program that provides grants to individuals and institutions that need funding for water conservation programs that conserve green spaces and promote sustainability.

Rain Bird has also received numerous awards for its commitment to environmental preservation, and was honored as the R. Marlin Perkin's Conservation Organization of The Year in 2003.

Rain Bird has offices in more than 20 countries. The company maintains state-of-the-art manufacturing and assembly facilities in the United States, (California and Arizona) and offices in Europe and Mexico. For more information, visit Rain Bird's web site at <http://www.rainbird.com>.

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