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THREE SHORT FILMS TAKE HOME TOP HONORS AT 2009 INTELLIGENT USE OF WATER FILM COMPETITION

Water plays a starring role as inspirational short films drive awareness of the need for water conservation at the 3rd annual environmentally focused film competition

LOS ANGELES, CA, Sept. 24, 2009 -- The Intelligent Use of Water™ Film Competition (<http://www.iuowfilm.com>), an environmentally focused film competition that encourages amateur and experienced filmmakers to use the power of film to bring about a greater awareness of the need for responsible water use, crowned three short films with top honors at a final screening event held earlier this evening at The Getty Center in Los Angeles, California. Presented by irrigation manufacturer Rain Bird and event partners Questex Media and FilmL.A., tonight's awards were preceded by a final screening of the 2009 finalists films in front of a live audience and the competition judges. Following a brief deliberation the following films were selected as winners of the 2009 Intelligent Use of Water Film Competition:

2009 Jury Award Winner

Small Changes -- filmmakers: Jennifer & Christopher Gandin Le -- Austin, TX

2009 Audience Award Winner

The Saving Water Song -- filmmaker: Keith Cantrell -- McPherson, KS

As the 2009 winners, Rain Bird presented filmmakers Jennifer and Christopher Gandin Le with a check for \$6,000, and filmmaker Keith Cantrell received a \$3,000 prize for his winning short film.

The evening also included the presentation of the first annual Green Industry Award, given to professionals who in addition to designing, installing and maintaining green spaces, are also aspiring filmmakers. Boulder, Colorado-based irrigation contractor Mark E. Petersen was named winner of the 2009 Green Industry Award for his dark comedy, *More or Less*, a futuristic depiction of a bizarre world where environmental transgressions are dealt with harshly. Event partner Questex Media presented Petersen with a check for \$6,000 for his winning film. All of the finalists films are available for viewing on the competition's website, www.IUOWFILM.com.

"The filmmakers in this year's competition have genuinely expressed the importance of efficient, effective and responsible use of the Earth's most precious resource by using the creative and personal power of film in an original and compelling way," said Dave Johnson, Rain Bird's corporate marketing director. "Rain Bird strives to deliver an influential platform where filmmakers like these six finalists can raise awareness of the important issues surrounding water conservation so that others will be inspired and take their own personal action."

Prior to naming tonight's winners, audience members participated in a question and answer session with the filmmakers and the competition-judging panel. This year's judging panel included Gary McVey, executive director of the American Cinema Foundation; Amanda Pope, associate professor at the University of Southern California's School of Cinematic Arts; Timothy Brick, Chairman of the Metropolitan Water District of Southern California; Philip Sokoloski, Manager of Communications, FilmL.A; and Larry Aylward, Editor-in-Chief, Golfdom. David Sutera, director of the 2008 Jury Award Winning film *Glass Half Full*, served as the master of ceremonies for the evening's event.

Rain Bird's Intelligent Use of Water Film Competition is part of a range of programs and initiatives to boost awareness of water conservation. Rain Bird devotes significant resources to its Intelligent Use of Water public education initiatives, which include a series of white papers; public service announcements; membership on the Alliance for Water Efficiency and the steering committee advising the U.S. Environmental Protection Agency (EPA) on its

WaterSense product labeling program; annual Intelligent Use of Water Summits; partnerships with nonprofit organizations; development and support of elementary and middle school curricula; and participation in the Tournament of Roses Parade®, an annual worldwide stage to communicate the need for water conservation.

ABOUT RAIN BIRD CORPORATION

Based in Azusa, Calif., Rain Bird Corporation is the leading manufacturer and provider of irrigation products and services. Since its beginnings in 1933, Rain Bird has offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the world. Rain Bird has been awarded more than 130 patents, including the first in 1935 for the impact sprinkler. Rain Bird and The Intelligent Use of Water™ is about using water wisely. Its commitment extends beyond products to education, training and services for the industry and the community. Rain Bird maintains state-of-the-art manufacturing assembly facilities in the United States, France, Sweden and Mexico <http://www.rainbird.com>.