

FACT SHEET

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RAIN BIRD CORPORATION ***Irrigation For A Growing World*** **White Paper**

WHAT IS IT?

A detailed white paper examining the growing threats posed by global water scarcity, the options available to combat this crisis, and the vital role played by water-efficient irrigation methods. The paper, titled *Irrigation For A Growing World*, provides insight into the importance of practicing water conservation and the solutions offered through efficient irrigation.

WHAT IS THE PURPOSE OF THE PAPER?

The purpose of the *Irrigation For A Growing World* paper is to increase awareness on the importance of using water efficiently in irrigation applications and to present ways for all users of water to incorporate these practices into daily life.

The paper underscores Rain Bird's more than seventy-year commitment of promoting water conservation, and in doing so, further solidifies the company's position as the industry expert on water-efficient irrigation. It is the most recent example in the company's history of ongoing programs and initiatives designed to create greater awareness for water conservation.

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HOW IS THE PAPER STRUCTURED?

Rain Bird's *Irrigation For a Growing World* industry white paper is presented in four chapters.

- **Chapter One:** An overview of the world's water crisis.
- **Chapter Two:** An examination of available options to address water scarcity.
- **Chapter Three:** A look at the option of water conservation through efficient irrigation and the benefits reaped by using water-efficient irrigation products.
- **Chapter Four:** An overview of the incentives, education and awareness programs used by governments, water agencies and industry leaders to encourage water conservation at the local level.

WHO SHOULD YOU READ THE PAPER?

The paper is an excellent primer for communicating the importance of water conservation to all audiences ranging from residential consumers and government municipalities to farmers and groundskeepers of sports fields and golf courses – helping all to incorporate water-efficient irrigation practices into their daily routines.

WHERE CAN I GET A COPY OF IRRIGATION FOR A GROWING WORLD?

The paper can be easily downloaded as an Adobe® Acrobat® .PDF file at Rain Bird's website, www.rainbird.com.

IN WHAT LANGUAGES IS THE PAPER AVAILABLE?

Irrigation for a Growing World is available in six languages: English, Spanish, French, German, Italian and Portuguese.

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HOW DOES RAIN BIRD SUPPORT ENVIRONMENTAL EFFORTS?

Rain Bird is deeply concerned about the environment and is committed to promoting stewardship of the Earth's resources. The focus on conservation extends beyond products and services into efforts that motivate industry partners and the public-at-large to use water in the most efficient manner possible. Water conservation is of paramount importance to Rain Bird, whether it is through Rain Bird's Teaching Curriculum (available at www.rainbird.com), Rain Bird's Rain Forest Learning Center at Cal Poly Pomona, The Intelligent Use of Water™ Public Education Campaign, or by spreading the message of environmental conservation to the world at the beginning of each New Year through the company's award-winning participation in the Tournament of Roses Parade®.

In 2003, Rain Bird was named the R. Marlin Perkins Conservation Organization of The Year in recognition of the company's strong commitment to fostering programs and educational initiatives that promote environmental preservation and water conservation on a global basis.

ABOUT RAIN BIRD

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>.