

WaterPulse Announces Key Executive Additions

COO, CRO and VP Finance Positions Added as Growth Accelerates

Longmont, Colo.—Sept. 11, 2015—WaterPulse Inc., a company that provides products to improve profitability and reduce water use across the horticulture industry, announced it is adding two executive-level positions to support the company's rapid growth. WaterPulse manufactures and sells patent-pending capillary action irrigation mat systems that dramatically reduce water use in greenhouses, nurseries and retail garden centers.

New Executive Positions

Mike Croy: Chief Operating Officer (COO)

Croy, a founder of WaterPulse and formerly Vice President of Marketing and Sales, was promoted to COO to oversee WaterPulse's expanding operations in manufacturing, field services and support. Mike has operations and sales experience in the U.S. and internationally.

"Mike has been instrumental in getting the company off the ground and opening doors at Walmart," said WaterPulse's CEO and Chairman, Jim Heffernan, referring to the company's recently announced agreement to place their product in every Walmart garden center throughout the U.S. (roughly 3,700 stores).

Jay Greenwald: Chief Revenue Officer (CRO)

Greenwald brings years of experience in building successful global sales teams in a variety of markets in the U.S. and the world. He excels in strategic planning, sales channel development and team building. As CRO, he is in charge of growing and expanding WaterPulse's revenue: both direct and channel sales. He held several executive positions at Sterling Software and has entrepreneurial executive-level experience in several venture-backed technology startups, as well as the two companies he founded.

Shannon Hawbaker: VP Finance & Administration

Hawbaker, a CPA, brings operational finance experience gained from leadership roles at ThermoFisher Scientific and Medtronic, as well as entrepreneurial skills gained from helping build two startups, most recently NEO Unmanned Solutions. She started her career at PricewaterhouseCoopers. Like Croy and Greenwald, she has significant global experience. As VP Finance & Administration she will build the administrative and financial structure necessary to support WaterPulse's growth.

"By blending the experience and vision Mike brings as a founder with the depth of experience Jay and Shannon bring in their respective fields, WaterPulse has a team in place that can support WaterPulse, and our customers and partners, as the company grows," said Heffernan.

About WaterPulse

WaterPulse, Inc., offers garden centers, greenhouses and nurseries a new patent-pending irrigation technology that both increases profitability and dramatically reduces water consumption, particularly important in the drought-conscious western part of the United States. The WaterPulse suite of products

uses patent-pending technology to mimic the natural capillary action of soil to move water to plants in the most efficient manner possible. They are the first irrigation mats that can be configured for efficient use in a retail environment. Use of WaterPulse's capillary action mats leads to healthier plants, more sales and ultimately better profits for WaterPulse customers. The company's continuing focus is to create innovative irrigation solutions to drive further improvements in the horticulture industry. WaterPulse mats are proudly manufactured in the USA. For more information, please see www.waterpulse.com.

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