



Investment Growth

Consolidation in the water industry has led to successful Canadian names getting sucked up by global giants, but investors looking for a play on H2O still have some options if they are willing to dive deeper. The global investment universe of companies that have a significant proportion of their business in water is estimated to be worth a whopping US\$1-trillion.

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Environmental Sensors Inc. ("ESI"), is pleased to announce a Strategic Alliance with Signature Control Systems of Irvine, California. The two companies have signed a formal agreement to work together to develop sensor probe technologies for the Global Golf, Sports and Commercial Turf Markets. SCS has Global distribution through the John Deere One Source program.

Management

Ian Middleton - Managing Director

Mr. Middleton has had more than 30 years of business management experience having held positions of both Chief Executive Officer and President. Mr. Middleton joined the Board of Directors in March 2007. Prior to this appointment he was instrumental in helping to restructure and reorganize ESI and has been involved in raising 8 million dollars for the company. Mr. Middleton is the President of DFC Development Finance Corporation a privately held financial services company that has raised in excess of \$100 million for private and public companies. DFC Development Finance Corporation specializes in mezzanine and expansion financing and has been in operation in Victoria BC for the past 20 years. Among DFC's public company successes: Carmanah (CMH-T) and Ondine Biopharma (OBP-T). Ian has held directorships in both private and public companies and has a broad knowledge of the global finance industry.

David Porter - Executive Vice President of Sales and Marketing

Prior to joining ESI in June, 2006, David held critical management roles with a number of successful global technology companies including: Director of Business Development of Carmanah Technologies Corp. Sign Division and ACD Systems Ltd. At Carmanah, David was responsible for building early stage business channels and integrating new business units. While at ACD Systems as Senior Manager, David helped to build a profitable, global Retail, Reseller and Distribution Network. Prior to this, David worked in the Finance industry as an advisor with Royal Bank and Merrill Lynch. David has a BA in Economics and a MBA from UVIC.

Trevor Moat - Director of New Product Development

Prior to accepting his current position as Director of New Product Development at ESI, Mr. Moat held lead positions at Magna International and SOMA Networks Inc. in Toronto, developing products and features for wireless communications systems. Trevor earned diplomas in Mechanical and Electronics Technologies before completing his Masters degree at Carleton University in Ottawa. His specialties are in signal processing algorithms for system identification and control.

Bernard Beauchesne - Chief Financial Officer

From 2000 through 2007, Bernard gained invaluable public company management experience as an executive officer of Diversified Industries Ltd. ("DVS"), a TSX Venture Exchange issuer with a focus on new product development in the area of oilfield chemicals. During his time with DVS, he held for various lengthy periods, the office of President, Chief Financial Officer, and Corporate Secretary in addition to serving as a Director for five years. At DVS Bernard's duties were varied, ranging from business development, human resources, investor relations, accounting, financial and regulatory reporting, strategic planning, and outside financing: managing the closing of more than six million dollars in private placements. Prior to his role with DVS, Bernard was a product marketing manager for a national insurance company. His education includes a BA (English) from UBC, a Commerce Diploma from Malaspina University College and a Post Diploma in Business Administration from BCIT.

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Share Structure

TSX Venture Exchange: ESV

Shares Outstanding: 18,661,889
Fully Diluted: 29,918,125
52 week trading range: \$0.25 - \$0.75



Intelligent Water Management

World leading, patent protected products for water management
in the agriculture, golf/turf and oil industries.



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Find out why these companies made the investment

TSX Venture Exchange: ESV



Gro•Point™ System

Patented, Gro•Point is the most accurate, comprehensive and cost effective soil moisture sensor system of its kind. Intelligent water management technology to meet the needs of industry and investors.

Market Highlights

The critical shortage of fresh water globally has created an immense market potential for ESI's **Gro•Point System**. The current market focus is on continued integration into high value crops and other heavily irrigation dependent businesses such as vineyards, citrus and cranberry farms, golf courses and municipal parks.

The agriculture sector is the dominant user of water, accounting for up to 70% of the worlds freshwater usage.

The turfgrass industry, in all forms, is estimated to be worth \$40 Billion a year.

There is over 64 million acres of irrigated land in North America and over 1 million acres of maintained golf courses in the U.S. Less than one percent of that market utilizes a water conservation system.

Investment Highlights

The wine and agriculture industries are successfully integrating the **Gro•Point System** for it's ability to increase yields and return higher profits.

Water management controls and reductions are being enforced by governments globally, creating an immense ongoing market potential for the **Gro•Point System**.

Gro•Point is eligible for many green initiative state and municipal rebate programs.

Integration of the **Gro•Point System** is both efficient, reliable and easy to maintain making it a cost effective solution for industries to adopt in their ongoing water management needs.

The **Gro•Point System** can save 30-50% water use and cost while creating higher quality crops with greater yields

Distributors

International and North American Distributors of **Gro•Point™** include:

- Netafim** – USA
- Pacific Ag Water** – California
- SPECTRA AGRITEC** – India,
- CNH Instruments and Technologies** – Malaysia
- KPM Moisture Meters** – United Kingdom
- AOZUO International Group** – China.

What Gro•Point users are saying:

"I believe that the Gro-Point™ System provides the best value to my customer because of its accuracy, reliability and the fact that it requires no additional maintenance or calibration once installed. Combined with radio telemetry technology and graphing software, access to accurate information is no longer a burden or chore to collect - in fact it is now at the grower's fingertip - and is a powerful tool in crop and water management."

David Bower, Branch Manager, Ewing Irrigation

"Installing a Gro-Point™ System in my new vineyard was a pleasure from the start. The system was installed with ease and offers extremely powerful information that I can use to keep my vines healthy, conserve water and energy, and make sure that I get a premium crop year after year. Coupling Gro-Point with my timer based irrigation system ensures water is only applied when it is needed and where it is needed. I recommend this solution to anyone interested in growing premium grapes while protecting our valuable water resources."

Del Halladay, Owner and Wine Maker, Elephant Island Orchard Wines, Naramata, BC

Flo•Point™ System

Patented, Flo•Point is a state of the art system for the oil industry that enables optimized production and increases profits by providing accurate, automated real time measurement of water in oil.

Market Highlights

With more than 1.5 million active wells globally, over 700,00 wells in North America, there is a huge market for the ongoing integration of the **Flo•Point System**

Flo•Point System proprietor ESI, continues to work with both major and medium size oil companies in Canada and globally to create ongoing market potential for Flo•Point's integration into oil field operations.

Investment Highlights

The **Flo•Point System** dramatically increases oil production efficiency and results in considerably higher profits for oil producers. Operators get a quick return on investment, saving hundreds of thousands of dollars in ongoing operational costs.

The **Flo•Point System** is economical to deploy on every well head enabling oil field characterization and allowing Oil companies to maximize the oil they get out of the ground while minimizing the water the produce. Every barrel of water produced costs money to remediate and dispose of while every barrel of water generates revenue. The **Flo•Point System** ensures this balance is optimal.

Water production from petroleum reservoirs is estimated to cost the industry more than **\$300 million a day**. The **Flo•Point System** reduces this cost significantly making it a cost benefit to ongoing operations as well as it encourages a lucrative market penetration opportunity.

The **Flo•Point System** has the potential for other applications, where there is a need to detect and measure water content in fluids, among them the steel, chemical and pulp industries.

Distributor

Abdulla Nasser and Associates (ANA)

What Flo•Point users are saying:

"The oil and gas industry produces on average of three barrels of water for every barrel of oil. The increased volume of produced water is becoming a primary threat to the continued economic viability of many fields. The Flo•Point System is the right solution and investment for managing this diminishing resource."

Schlumberger Water Solutions

As oil becomes increasingly difficult to reach, it is more important than ever to ensure that oil producers maximize the life their wells and optimize production levels. The Flo•Point System has been developed specifically to do this.