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FOR IMMEDIATE RELEASE

BC Technology Company Is Finalist For Three VIATeC Annual Awards

iDUS Controls Ltd. has been selected as a finalist in each of VIATeC's Emerging Technology Company of the Year, Innovative Excellence and Environmental Excellence award categories. Ron Hartman, iDUS' CEO says, "Definitely the best surprise of the year so far, for us to be honored this way. We're a young company and to be selected for consideration in three of twelve categories is quite humbling – we were up against a number of really strong companies."

iDUS Controls has developed break-through technology for water conservation at homes and business which enables practicable reuse applications. Hartman says, "The people who use our Conservepump SmartBox-driven systems save 30-50% of the water they used to use, and have safer buildings and better gardens. And all our products are cost-effective. We know people can't wait 10 years before their new systems pay for themselves."

Through successfully identifying where reuse was possible, creating the technology to enable it, and developing a business and delivery model that accommodates business and regulatory realities, iDUS' innovation has now become the 'that just makes sense' solution to increasing concerns about water availability. "Now that we have made it easy" Hartman states, "in the future every new home will have this smart technology."

Aside from serving a growing local client base, some early iDUS initiatives include an alliance with Lighthouse Building Sustainability Centre's 2010 Green Building Challenge and an ongoing dialogue with the Vancouver's City Managers office to help streamline water conservation technology uptake into their Greenest City 2010 plan.

For more information visit: www.idus.ca and www.conservepump.com

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