

## PRESS RELEASE

Contact: Kelly Davenport  
559.253.2512; kdavenport@netafimusa.com  
888.NETAFIM 559.453.6803 (FAX)

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### **Netafim Irrigation Controller Awarded Best New Product**

Fresno, CA –Netafim USA, the industry-leading manufacturer of micro-irrigation systems won the honor of best new product for the NMC-64 irrigation and fertigation controller. The award was announced on November 15, 2004 in Tampa, Florida at the 25<sup>th</sup> Annual International Irrigation Show.

The NMC-64 controller is designed to extend water and fertilizer management skills to the field while attention is demanded elsewhere. This new controller offers ease of programming, monitoring and accumulating logged data. As a result users will see reduced input costs: water, energy, chemical and fertilizer.

The simplicity of the NMC-64 controller is evident in the graphical interface, as well as allowing the user to repeat or modify the scheduling in order to assure maximum crop output. “The feature we like the best from the NMC-64 controller is that it is just as easy to program on the unit as on a PC due to the multi-line display,” said Dirk Keeler, co-owner of New Mexico Irrigation located in Deming, New Mexico. New Mexico Irrigation installed the first NMC-64 controller in April of 2004.

Awarded **ISO 9001:2000 Certification** by the International Organization for Standardization - Netafim USA is the largest growing division of the Netafim International Group, the pioneer of micro-irrigation technology. With over 39 years in the irrigation industry and global expertise in more than 80 countries, Netafim offers a full-line of products for a variety of markets including agriculture, landscape, greenhouse, nursery, mining and wastewater. Netafim USA is headquartered in Fresno, California.

For more information about Netafim USA, visit us at [www.netafimusa.com](http://www.netafimusa.com)

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