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RAIN BIRD PAYS HOMAGE TO NATURE'S GENTLE GIANTS THROUGH ITS 2010 TOURNAMENT OF ROSES® FLOAT- MOUNTAINTOP MAJESTY

***Animal Experts And Environmental Stewards Jack Hanna And Walter Crawford
Return As Rain Bird's Float Riders And Continue Their New Year's Day Tradition
Of Bringing Awareness To Environmental Preservation Through The Intelligent
Use Of Water™***

AZUSA, CA (December 26, 2009) – Now in its 14th year of bringing awareness to water conservation and environmental preservation through its participation in the annual Tournament of Roses Parade, Rain Bird will once again celebrate the role that water plays in sustaining all of the Earth's inhabitants with its 2010 float entry, Mountaintop Majesty.

Mountaintop Majesty showcases a family of Mountain Gorillas, one of man's closest relatives and certainly A Cut Above The Rest, the theme of the 2010 Rose Parade, as they are native to the high mountains of Rwanda in central Africa. "These beautiful creatures are truly A Cut Above The Rest as they struggle to avoid extinction in the face of habitat destruction," said Rain Bird's Director of Corporate Marketing, Dave Johnson. "In showcasing these magnificent creatures, Rain Bird aims to bring awareness to the vital role that water plays in sustaining all of the Earth's inhabitants. It is part of a commitment to preserving our planet's greatest resource that is central to the company's Intelligent Use of Water philosophy."

Water, a signature element of all of Rain Bird's floats, is prominently featured on Mountaintop Majesty with 1,500 gallons of flowing recycled water cascading over numerous waterfalls as a

family of gorillas frolics in the mountainous African jungles. Highlighting the company's corporate philosophy of promoting environmental preservation through The Intelligent Use of Water worldwide, the incorporation of water on Rain Bird's Rose Parade float extends a Rain Bird Rose Parade tradition that dates back to the company's first float entry in 1997.

Returning as float riders aboard Rain Bird's 2010 Rose Parade float entry are animal enthusiasts Jack Hanna (who has ridden on Rain Bird's floats from 1999 through 2009), Director Emeritus of the Columbus Zoo and Aquarium in Columbus, Ohio, and host of Into The Wild; and Walter Crawford (who joined Mr. Hanna on Rain Bird's floats beginning in 2001), Founder and Executive Director of the World Bird Sanctuary in St. Louis, Missouri.

"Mountain gorillas were first discovered by the modern world in the early 1900s. 100 years later, their survival is in question, and it is sad indeed that such a magnificent animal could disappear within this century at the hands of civilization," said Jack Hanna. "As I travel around the globe looking for wildlife adventures, I get to see first hand just how delicate the balance between water and life is. I am excited to once again have the opportunity to join Rain Bird in raising awareness of the fragility of all life and the need to find sustainable solutions that will preserve all of Earth's inhabitants."

Throughout the ages mankind has been captivated by the grandeur, beauty and harmony of the natural world and its vivid array of floral and fauna. In that spirit, Fiesta Parade Floats President Tim Estes and Floral Director Jim Hynd bring award-winning float designer Raul Rodriguez's vision to life as Mountaintop Majesty celebrates the very important ecological and conservation advancements that are helping to make the rainforests of Africa a healthier and safer place for the endangered Mountain Gorillas – the shy and peace-loving gentle giants of the ape world.

This family of magnificent primates, one of man's closest relatives, lazily basks amid waterfalls and fresh water pools in the cool mist of the mountainous rainforests. In celebration of the arrival of spring, symbolic of both new and continuing life, infant and juvenile gorillas frolic in the protective care of their parents surrounded by colorful and exotic botanical gardens framed with over 30,000 hot pink Revel roses.

A colorful yellow-bill Hornbill, two Buff-headed Hoopoe birds with distinctive “crowns” of head feathers and an iridescent Green Wood Hoopoe are delicately perched overhead with fluttering butterflies framing the floral setting.

Through the lush mountaintop tropical ferns and foliage, accentuated with sculpted exotic flowers, a family of nine magnificent Mountain Gorillas is overwhelming in size. Phormitis grass (grown exclusively for Fiesta Parade Floats) has been used to create the realistic textures and coloration of their long, silky fur with Spanish moss over black lichen used to create the “saddle” on the back of the dominant male silverback.

Malaleuca bark and an array of fresh moss create the backdrop of the floral cliffs and tree branches from which over 10,000 dendrobium orchids cascade. Butterflies in an assortment of materials including glossy black seaweed, orange marigold petals, sinuata statice, dehydrated carrot and red bell peppers, nyjer seed and sweet rice gently flutter their wings.

This is Rain Bird's fourteenth year as a participant in the Tournament of Roses Parade, having won twelve previous awards including the most prestigious award, the Sweepstakes Trophy, a total of eight times (2009, 2008, 2005, 2003, 2002, 2001, 1999 and 1998).

In November, hundreds of volunteers including Rain Bird employees and their families began the process of applying hundreds of thousands of fresh flowers and other plant material to Mountaintop Majesty, a task that consumes a total of 10,000 hours to complete.

Rain Bird's participation in the annual Tournament of Roses Parade is only one example of how the company's focus on water conservation extends beyond products and services. Rain Bird devotes significant resources to its Intelligent Use of Water public education initiatives, which include: a series of white papers; public service announcements; membership on the Alliance for Water Efficiency and the steering committee advising the U.S. Environmental Protection Agency (EPA) on its WaterSense product labeling program; The Intelligent Use of Water Summit series; The Intelligent Use of Water Film Competition; partnerships with nonprofit organizations; development and support of elementary and middle school curriculums; and The Intelligent Use of Water Award program that recognizes leaders in water conservation.

For up to date information on Rain Bird's 2010 float entry become a fan of Rain Bird on Facebook and follow Rain Bird's Twitter feed, @RainBirdCorp.

ABOUT RAIN BIRD CORPORATION

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>.