



Momentum Venture Management Announces Investment in Cyber-Rain; Partner to Take Reins as CEO

Southern California Green Technology Company Reduces Watering Costs by 30-70%

Mon., June 18 , 2007- Los Angeles, CA: Momentum Venture Management (www.mvmpartners.com), a Los Angeles company that helps entrepreneurs transform their technologies into viable, well-funded businesses, today announced that it has made an investment in Cyber-Rain (www.cyber-rain.com), a developer of groundbreaking technology that uses the power of the Internet and the PC to wirelessly control irrigation systems. Cyber-Rain systems automatically adjust watering schedules based on weather and seasonal conditions, saving between 30-70% on watering costs by stopping sprinkler systems on rainy days, automatically decreasing the watering schedule on cold or humid days, and increasing it on hot and dry days. This is a typical Momentum bridge investment that will provide sufficient capital for Cyber-Rain to execute its initial go-to-market strategy, and Momentum Venture Management venture partner Jonathan Niednagel is serving at the company's interim CEO.

"Rapidly escalating water prices and newly enacted legislation is driving the demand for these types of technologies," Niednagel says. "In an era of chronic droughts and water shortages, it is imperative for businesses and homeowners to manage their use of water. Cyber-Rain is leading the way in providing technologies that not only save money for users, but also provide a tangible way to protect the environment. Most homeowners with traditional controllers spend over \$1,500 a year in water costs. By monitoring weather conditions, the Cyber-Rain sprinkler controller enables more efficient watering, meaning that the system usually pays for itself in less than seven months."

Reza Pourzia, CTO of Cyber-Rain, says, "We've spent the last few years developing a great technology that has the potential to save homeowners and businesses significant amounts of money while protecting the environment. Momentum Venture Management is helping us transform our vision into a successful business by filling key functions and giving us the tools we need to grow as a company."

Momentum Venture Management helps early-stage companies achieve early business results and develop credibility in order to attract funding and transform their ideas, technologies and products into sustainable, successful businesses. The firm was co-founded in 2005 by Andy Wilson and Matt Ridenour, who have significant backgrounds and track records as executives in early-stage companies and as principals in venture capital firms, where they have collectively raised more than \$200M for early and growth companies. In their various experiences, they noted that many promising companies did not get funding because they had gaps in their plans or in their senior management teams.

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Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. The company was formed by former Dartmouth and Harvard Business School classmates Matt Ridenour and Andy Wilson. For more information, please visit www.mvmpartners.com.