PRESS RELEASE

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Park City Launches Community Water Efficiency Program
Interactive WaterSmart website saves money and conserves water

PARK CITY, UTAH – April 23, 2014

Single Family Residential Park City Water customers soon will have access to hourly water usage data, cost saving and conservation tips and water alerts with the launch of its WaterSmart web portal watersmart.parkcitywater.org on May 15. WaterSmart Software is at the forefront of using behavioral water efficiency tools to help forward thinking utilities like Park City save water. All other Park City Water customers will have access to hourly water usage data from the same site.

The centerpiece for consumers is interactive website that provides individual water use history and for most users relevant water efficiency tips. By improving the efficiency of water use, customers can quickly benefit from smaller water bills, help maintain our reliable long-term water supply, and reduce future impacts on environmentally sensitive watersheds.

Park City is continually seeking out innovative ways to protect our natural environment and uphold our community's quality of life," said Jason Christensen, Park City Water Business Resource Supervisor. In addition to the on-line information, Single Family Residential customers also receive print or digital Home Water Reports six times a year. These reports display household water use, provide personalized water-saving recommendations, and allow customers to compare their water consumption to similarly situated households. "*Our hope is that people will be motivated to engage in conservation activities when they see they can save money.*"

Peter Yolles, CEO of WaterSmart explains that their research shows that people save more when shown how their water use compares with their neighbors.   "*We are delighted that Park City selected WaterSmart and our behavioral water efficiency technology.*" said Yolles.

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The first step to personalized water conservation recommendations is to complete a survey at **surveymonkey.com/s/ParkCityWater**. Account information is included in the welcome letter that was recently sent out to all Single Family Residential Park City Water customers. It is also included on the monthly water bill. Around May 15, all customers will receive login credentials for the customer portal. For questions about Park City's water conservation efforts, including information on the new WaterSmart Program, contact Jason Christensen, Park City's Water Business and Conservation Manager at (435) 615-5331.

About WaterSmart Software
WaterSmart Software helps water utilities make it easier for their customers to save water and save money. WaterSmart's core technology is a turnkey, cloud-based platform for water utilities. WaterSmart deploys sophisticated analytics and behavioral science tools to reduce residential water demand. The company won Imagine H2O's water efficiency prize in 2010 and was recently named an Artemis Top 50 Water Company. WaterSmart's solution is available to water suppliers throughout the U.S. and Canada and can be deployed in less than a month. For more information, contact Jeff Lipton, WaterSmart Software (415) 366-8622 or jlipton@watersmartsoftware.com. For details, visit: www.watersmartsoftware.com.

About Park City, Utah
Park City, located in Summit County, Utah, is an internationally recognized four season destination resort community. Once the second largest silver producing town in the United States, Park City with its world famous Deer Valley Resort and Park City Mountain Resort is also is home to the United States Ski & Snowboard Association, the Sundance Film Festival and numerous other yearly events. Park City was a major mountain venue for the 2002 Olympic Winter Games. In 2013 Park City was named by Outside Magazine as the "Best Town Ever" and by Google as its 2013 Utah eCity. Park City, with a year round population of 7,500 is widely recognized for pioneering many innovative planning and sustainability initiatives. Park City has a semi-arid climate and the available water supply depends on the year's snowfall and rainfall, which can range annually from plentiful to scarce. The Park City Water Department is responsible for the distribution of water within Park City. Visit Park City Municipal's award-winning website at www.parkcity.org .

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