



**The Artemis Project Announces First Annual “Top 50 Water Companies” Competition**  
*Consulting Practice to Identify Top Innovators in Global Water Technology on Earth Day 2009*

(March 11, 2009) San Francisco, CA – The Artemis Project, a boutique consulting practice created to bring 21st century water management capabilities to an international network of developers, investors and users of advanced water technology, will announce its picks for the top 50 water companies on Earth Day, April 22, 2009. The competition will highlight water innovators worldwide in an effort to demonstrate the wealth, diversity and strength of advanced water technology companies in the global marketplace.

“Earth Day used to be about planting trees, but today it is about planting the seeds of environmental change,” said Laura Shenkar, Principal of The Artemis Project. “The seeds of the U.S. green technology movement have been planted, but this movement will need to incorporate water in order to grow to its full potential.”

The Artemis Project’s goal in launching this competition is to change the way that U.S. investors think about water. The U.S. is one of the only remaining countries that does not consider water a national priority. Lax government regulation of the water sector, coupled with the popular belief that water scarcity and pollution are not immediate threats, has caused many U.S. investors to ignore the burgeoning U.S. market for advanced water technologies, but that is expected to change as the U.S. enters what has been coined “The Golden Age of Green Investing.”

“Recent support from the new administration and a call for green industrial jobs to stimulate the U.S. economy has created a marketplace for advanced water technologies where one did not exist a year ago,” said Shenkar. “Our hope is that U.S. companies that have a presence in the global water marketplace, and their international counterparts, will finally have the opportunity to compete for U.S. investment dollars.”

The Artemis Project’s “Top 50 Water Companies Competition” is accepting applications from qualifying companies through March 27, 2009. Competing companies will be evaluated by a panel of industry experts hailing from the water, business development, technology and IP strategy sectors on the following four criteria: Intellectual Property and Know-How, Technology, Market Value and Team Diversity. Judging criteria will include ipCapital Group’s proprietary patent scoring algorithm, which objectively ranks companies within a particular sector based on the relative value of its patents. This will be the first time that this algorithm has been applied to companies in the water sector. Judges will include Vyacheslav Ms-Zander, Senior Technical Advisor at MS-Zander, USA and former Intel Corporate Technology Leader, Thomas Rooney, Managing Partner of RCI Consulting, Nancy Edwards Cronin, Principal Partner of ipCapital Group, and Laura Shenkar, Principal of The Artemis Project. Biographies and additional competition details are available at [www.theartemisproject.com](http://www.theartemisproject.com).

**About The Artemis Project**

Established in 2000, The Artemis Project is a boutique consulting practice created to bring 21st century water management capabilities to an international network of developers, investors and users of advanced water technology. In addition to supporting the launch of innovative advanced water technology and its application within leading corporations, The Artemis Project actively participates in water industry events and supports environmental policy initiatives. <http://www.theartemisproject.com/>