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Grayson-Collin Electric Cooperative Selects Itron for Advanced Metering Deployment

Cellular solution to enable energy efficiency, reliability and resource conservation

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ: ITRI) announced today that Grayson-Collin Electric Cooperative (GCEC), which serves nearly 40,000 members in Grayson and Collin Counties in Texas, has selected Itron for its advanced metering deployment utilizing cellular communications. The cellular solution will allow GCEC to strategically and cost-effectively deploy a secure, scalable system to optimize the delivery of electricity. GCEC will also utilize Itron Services to manage and maintain the entire solution, freeing the utility to focus on core business operations.

GCEC recently completed a successful pilot of Itron's cellular solution, which led to their decision to move forward with Itron for the full deployment, including the installation of 40,000 Itron cellular smart meters over the next five to seven years. With Itron's cellular solution, GCEC will utilize existing cellular networks to deliver grid intelligence and support advanced grid applications.

"Our mission at GCEC is to provide the very best service possible to our members at the least possible cost, which is why Itron's cost-effective cellular solution was the perfect fit," said David McGinnis, general manager and CEO of GCEC. "By starting with a pilot program, we were able to test and validate the system's performance. We have been very pleased with the results and look forward to the benefits of full deployment."

"Itron's goal is to adapt solutions to best fit our customers' needs. And with the industry's broadest portfolio of software, communications and measurement technology, we were able to meet GCEC's need for a cost-effective, scalable advanced grid solution to improve service and reliability," said Mark de Vere White, president of Itron's electricity business line. "As evidenced at GCEC, cellular communication networks continue to play an important role in enabling energy efficiency, reliability and resource conservation to benefit consumers, businesses and utilities alike."

About Itron

Itron is a global technology company. We build solutions that help utilities measure, manage and analyze energy and water. Our broad product portfolio includes electricity, gas, water and thermal energy measurement and control technology; communications systems; software; and professional services. With thousands of employees supporting nearly 8,000 utilities in more than 100 countries, Itron empowers utilities to responsibly and efficiently manage energy and water resources. Join us in creating a more resourceful world; start here: www.itron.com.

Itron, Inc.

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