



## **Iberdrola Selects Itron For One Of Europe's Largest Smart Grid Initiatives**

### ***Itron to Provide Head-End and Meter Data Management System***

LIBERTY LAKE, Wash., Jun 16, 2010 (BUSINESS WIRE) -- Itron Inc. (NASDAQ: ITRI), a world leader in smart metering and smart grid solutions, announced today that it has been selected by Iberdrola, Spain's premier energy group and one of the world's largest electricity utilities, for the first phase of its smart metering program. Itron will be responsible for the development and integration of an advanced meter management system, including head-end and meter data management software, as well as smart meters.

The implementation of Iberdrola's smart meter program is focused on developing a new open and interoperable solution based on the PRIME telecommunications protocol. This project will not only support smart metering functionalities but also progress toward the smart grid. The initial deployment will see the delivery of 100,000 meters to the city of Castellón, Spain, with the potential to expand to ten million meters countrywide. The first phase of the project is expected to run from July until the end of 2010.

This project, one of the largest and most important smart metering initiatives in Europe, marks a significant step for Iberdrola toward the building of the smart grid. Itron will be the unique supplier of the head-end and meter data management software for this first phase of the project, along with other manufacturers that will also supply PRIME-compliant smart meters. Itron's end-to-end solution offers a flexible and robust data infrastructure that will allow Iberdrola to optimize network management, reduce operational costs and enhance its quality of service for the benefit of consumers.

"Itron is delighted that its industry expertise and project experience will help lay the foundation for a state-of-the-art smart metering architecture in Spain," said Marcel Regnier, Itron International chief operating officer. "Itron offers a high-performance, scalable and future-proof system that will allow Iberdrola to manage a seamless evolution to large-scale deployment. We are confident that this project will showcase the benefits of Itron's smart metering solutions to both Iberdrola and its customers."

#### **About Itron**

Itron Inc. is a leading technology provider to the global energy and water industries. Our company is the world's leading provider of intelligent metering, data collection and utility software solutions, with nearly 8,000 utilities worldwide relying on our technology to optimize the delivery and use of energy and water. Our products include electricity, gas, water and heat meters, data collection and communication systems, including automated meter reading (AMR) and advanced metering infrastructure (AMI); meter data management and related software applications; as well as project management, installation, and consulting services. To know more, start here: [www.itron.com](http://www.itron.com).

#### **About Iberdrola**

IBERDROLA is Spain's number one energy group, one of the largest utilities in the world and a world leader in wind power. This position is the result of a solid, profitable and value creation project, supported by a sustainable growth strategy and the efforts of a multicultural team of around 33,000 people who in nearly 40 countries work to offer the cleanest energy on the planet. Globally the company has approximately 22 million electricity points of supply and almost 40,000 MW of generation capacity of which over 6,500 are from renewable energies, showing the strong commitment of the company to the environment.

[www.iberdrola.es](http://www.iberdrola.es)

#### **About PRIME**

The PRIME ALLIANCE (PowerLine Intelligent Metering Evolution) focuses on the development of a new open, public and non-proprietary telecom solution. The end objective of PRIME is to establish a complete set of standards on an international level that will permit interoperability among equipment and systems from different manufacturers. Power line communications is the most suitable and natural technology to provide the needed telecoms performance, even in complex underground electricity grids.

[www.prime-alliance.org](http://www.prime-alliance.org)

SOURCE: Itron Inc.

Itron International Communications Director  
Isabelle Sevegrand  
[isabelle.sevegrand@itron.com](mailto:isabelle.sevegrand@itron.com)

or

Itron Inc.  
VP, Investor Relations  
Ranny Dwigins, 509-891-3443  
[Ranny.dwigins@itron.com](mailto:Ranny.dwigins@itron.com)

or

Itron Inc.  
Director, Investor Relations  
Marni Pilcher, 509-891-3847  
[Marni.pilcher@itron.com](mailto:Marni.pilcher@itron.com)

Copyright Business Wire 2010