



City of Madison Water Utility Selects Itron for Water AMI Solution

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ: ITRI) announced today that the City of Madison, WI Water Utility will implement Itron's advanced metering infrastructure (AMI) for *Project H2O*, the City's program to automate the collection and analysis of water meter reads. The solution will allow Madison to effectively manage conservation initiatives, improve metering accuracy and operate more efficiently. Installation using services from Wisconsin-based Corix Utilities Inc. and Madison Laborers Union Local 464 is expected to be complete by early 2013.

Itron's AMI solution will enable Madison Water Utility's 235,000 residents to switch from biannual meter reads to monthly meter reads and measure consumption in gallons instead of cubic feet, making bills easier to understand. Additionally, customers will be able to view their hourly water usage information online using web presentment tools. The utility will install more than 66,000 Itron advanced datalogging communication modules and a fixed network collection system as part of the upgrade to its water metering system.

"By choosing Itron's AMI solution for *Project H2O*, the City of Madison will be able to operate more efficiently and improve customer service using proven, reliable technology," said Robin Piper, customer service manager at Madison Water Utility. "The solution addresses the City's need for improved metering accuracy as well as leak and tamper detection capabilities.

"We look forward to an advanced metering solution that alleviates the labor-intensive process of manually collecting reads while reducing our carbon footprint," Piper added.

With Itron's AMI solution, the Madison Water Utility can leverage the benefits of advanced datalogging analysis to detect water loss and conserve water resources, which is one of the major objectives of *Project H2O*. The solution will also virtually eliminate the time it takes to read all meters in the system and will seamlessly move the utility from a six-month billing cycle to a monthly billing cycle.

"Itron's AMI solution for water will help the City of Madison Water Utility bring their metering system to the next level by enabling the automation of reads and other advanced metering capabilities," said Paula Billingham, Itron regional vice president & managing director for North America, Water. "At Itron, it is our priority to deliver solutions that help our customers achieve their business goals. We are excited to do just that for Madison Water Utility."

About Itron

Itron is the leading provider of energy and water resource management solutions for nearly 8,000 utilities around the world. We offer end-to-end solutions that include electricity, gas, water and thermal energy measurement and control technology; communications systems; software; and professional services. With nearly 10,000 employees doing business in more than 130 countries, Itron empowers utilities to responsibly and efficiently manage energy and water resources. To realize a sustainable future, start here: www.itron.com.

About City of Madison Water Utility:

Madison Water Utility provides water service to more than 66,000 locations in the City of Madison, Town of Madison, Shorewood Hills, Maple Bluff, Blooming Grove, and Town of Burke. Madison Water Utility is an agency of the City of Madison. The Madison Water Utility is a public water system owned and operated by the municipality. The Utility is established under the authority of State of Wisconsin statutes which provide for appointment of a board to govern its operation, under the general control and supervision of the Madison Common Council. www.cityofmadison.com/water

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