



## Itron Technology Energizes Energy Efficiency with White House Green Button Functionality

*Consumer energy management becomes a reality through easy-to-view and use smart meter data*

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ: ITRI) announced today that it is among the first technology providers to make "green button" functionality a standard feature in its energy data presentation software. By clicking a green button, residential and commercial utility customers can download detailed energy usage information in a standardized format to manage consumption and costs. This functionality supports a White House call to action that challenged utilities to engage and empower consumers to help them save energy and money while also driving innovation in energy efficiency.

Itron began supporting green button functionality through its customer care software product in December 2011. San Diego Gas and Electric, which has deployed more than 2 million Itron smart meters, was the first of two Itron utility customers to deploy green button functionality to its customers.

The primary goal of the Green Button initiative is to allow consumers to download their usage information in customer- and computer-friendly formats. Green Button is based on a consensus industry technical standard that was facilitated through a public-private partnership (i.e. the Smart Grid Interoperability Panel), with the Commerce Department's National Institute of Standards and Technology serving as the lead Federal entity. Utilities are voluntarily committing to adopt the industry standard to empower consumers to save energy and foster innovation by third-party apps developers.

As Energy Secretary Steven Chu has said, "Providing consumers with easy access to data on their energy consumption can help give them the tools they need to make informed decisions about their energy use. Developing applications and services to help consumers understand and control their energy use is a field ripe for American innovation."

Itron's smart meters and meter data management and presentment software play a vital role in helping consumers better understand their energy consumption. Itron's technology enables capturing energy usage data in frequent time intervals, which drives special pricing and demand response programs. This same information can be viewed in simple graphs and diagrams on a utility's website or mobile device.

"Itron is deeply committed to changing the way energy is managed by providing tools to empower consumers who want to control their energy usage and costs," said LeRoy Nosbaum, Itron president and chief executive officer. "With a modernized grid and engaged consumers, we aim to achieve broad societal, environmental and financial benefits and help build a sustainable future."

### **About Itron**

Itron is a 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 more than 9,000 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](http://www.itron.com).

### **Itron, Inc.**

Media:

Sharelynn Moore, 509-891-3524

Vice President, Corporate Communications

[sharelynn.moore@itron.com](mailto:sharelynn.moore@itron.com)

or

Investors:

Barbara Doyle, 509-891-3443

Vice President, Investor Relations

[barbara.doyle@itron.com](mailto:barbara.doyle@itron.com)

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