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Itron Expands Smart Grid Capabilities with Choice Collaboration

Companies' integrated solution to help identify non-technical losses

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ:ITRI) announced today a strategic alliance with Choice, a Brazilian technology company, to integrate and jointly market a non-technical loss (NTL) solution to utilities around the world, with a strong focus in Brazil. The joint solution will help utilities quickly identify areas of non-technical loss in their service territory, delivering a high return on investment.

Itron is a global technology company that helps utilities measure, manage and analyze energy and water, and Choice is a leading NTL solution provider serving Brazil and other areas of Latin America. Itron's comprehensive smart metering and data management solutions integrated with Choice's Revenue Intelligence technology will provide utilities with a solution that more quickly and effectively identifies and recovers electricity losses. The solution will optimize both companies' ability to create, collect, measure, store and analyze meter information.

"Several utilities in Brazil and Latin America experience high non-technical electrical losses. By collaborating with Choice, we are bringing together two industry leaders to create a solution that addresses one of Brazilian utilities' greatest needs," said Gadner Vieira, general manager of Itron's electricity business line in Latin America. "Itron is committed to helping utilities more efficiently manage energy resources. This solution will help utilities do just that by recovering lost electricity."

"Choice's extensive experience in the Brazilian market combined with Itron's global leadership in advanced AMI and MDM solutions will deliver a best-in-class NTL solution to the electricity market," said Denis Maia, CEO of Choice. "Our joint goal is to help utilities optimize their NTL investments to recover losses and increase profits."

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.

About Choice

Choice is leading provider in Revenue Assurance software for utilities. Choice developed a cutting-edge analytics on big data solution, called Revenue Intelligence, to detect energy theft and understand customers' behavior to improve collections. Revenue Intelligence groundbreaking technology was awarded as best Latin America solution for Revenue Protection in 2010 for bringing USD 40 million of EBITDA increasing per year in a 4 million-customer utility. www.choice.com.br

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