



Severn Trent Water to Implement Itron's Advanced Meter Reading Solution

LIBERTY LAKE, Wash., Sep 09, 2010 (BUSINESS WIRE) -- Itron Inc. (NASDAQ: ITRI) announced today that one of the UK's leading water and waste water providers, Severn Trent Water, is implementing an automated meter reading (AMR) solution developed by Itron.

Itron is providing residential water meters pre-equipped with its EverBlu(TM) AMR module, handheld units and MV-RS^(R) meter reading software to collect manual, encoded and radio reads throughout Severn Trent Water's territory.

The AMR project includes deployment of up to 400,000 residential water meters, installed by 2013.

The AMR system will allow Severn Trent Water to efficiently collect meter reads and provide potential valuable enhanced data for operational and customer service enhancement.

"We believe Itron's advanced meter reading system provides the best available technology in terms of read performance, potential enhanced data and system reliability," said Garry Griffiths, Metering Manager, Severn Trent Water.

"Severn Trent Water's choice to utilize EverBlu along with our data collection functionality reflects their commitment to effective and efficient management of water resources and customer service," said Marcel Regnier, senior vice president and chief operating officer of Itron International. "Itron is proud to work alongside Severn Trent Water, to ensure the successful deployment of this significant project."

About Itron:

At Itron, we're dedicated to delivering end-to-end smart grid and smart distribution solutions to electric, gas and water utilities around the globe. Our company is the world's leading provider of smart metering, data collection and utility software systems, with nearly 8,000 utilities worldwide relying on our technology to optimize the delivery and use of energy and water. Our offerings include electricity, gas, water and heat meters; network communication technology; collection systems and related software applications; and professional services. To realize your smarter energy and water future, start here: www.itron.com.

About Severn Trent Water:

Severn Trent Water is a member of the Severn Trent Group of companies. Severn Trent Plc is an international utility services and environmental solutions company. For shareholder, corporate communications and other group company information, please visit the Severn Trent plc website at www.severntrent.com.

Severn Trent Water serves over 8 million customers across the heart of the UK, stretching from the Bristol Channel to the Humber, and from mid-Wales to the East Midlands. To learn more about Severn Trent Water, go to www.stwater.co.uk.

SOURCE: Itron Inc.

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