

The Itron logo is located in the top left corner. It consists of the word "Itron" in a white, sans-serif font, with a yellow lightning bolt symbol above the letter 'o'. The logo is set against a red rectangular background.

Itron

The background of the advertisement is a photograph of an elderly Asian couple. The man, on the left, has white hair and is wearing a purple and white checkered shirt. He is holding a black mobile phone to his ear and smiling. The woman, on the right, has dark hair and is wearing a pink long-sleeved shirt. She is also smiling broadly and looking at a laptop screen. The couple is in a bright, sunlit room with a window in the background showing green foliage.

IntelliMARKET[®]

Marketing complex smart grid and energy efficiency programs
through segmented customer education and enrollment strategies

Industry Recognition

In 2013, IntelliMARKET was awarded the Smart Grid Consumer Collaborative (SGCC) CLEAR Award for Excellence in Customer Education for enrolling over 1.2 million residential and commercial customers into demand response programs on behalf of utilities nationwide.

“Educating consumers is key to the successful implementation of the smart grid. We’re proud to recognize Itron with the 2013 Smart Grid Consumer Collaborative CLEAR Award for Excellence in Customer Education for its role in developing and implementing programs that help utilities engage customers in energy use.”

—Patty Durand, SGCC Executive Director

WHY INTELLIMARKET

Itron IntelliMARKET offers a wide variety of proven marketing solutions for engaging customers in the smart grid and energy-efficiency dialogue.

Our marketing team, composed of energy market strategists and award-winning creative professionals—with decades of experience at top Madison Avenue ad agencies and Fortune 100 corporations—develop and execute multi-channel marketing solutions to attract and retain program participants, ensuring the enrollment rates necessary to achieve the megawatts you need.

IntelliMARKET provides customized and proven print, interactive and outreach solutions based on your company's unique marketing requirements. We offer a full complement of marketing services that will assure that your programs are strategically correct and produced at the highest level of quality, ensuring superior customer satisfaction and reduced risk in meeting mandated energy conservation goals.

A unique set of core competencies—

- » Market Research
- » Market Planning & Execution
- » Creative Services & Production
- » Face-to-Face Sales Outreach

—makes us the logical marketing choice for major energy companies such as APS, Atlantic City Electric, ComEd, Con Edison, Delmarva Power, OG&E, PECO, Pepco, Power New Mexico, PPL, PSO, Rocky Mountain Power, SDG&E, TXU—and many more.

IntelliMARKET solutions actively engage residential and commercial energy customers with multiple channels, creating personal relevance to their energy consumption and introducing ways they can remedy high energy usage and its related cost.

As energy marketing and customer recruitment specialists, IntelliMARKET provides consumers with the appropriate level of information and context to make informed decisions regarding new and complex energy programs such as:

- » Demand Response
- » Real Time Pricing
- » Energy Efficiency
- » Critical Peak Pricing
- » Time-Of-Use Pricing
- » Base Load Reduction

Our successful track record includes the creation, implementation and program management of residential and commercial & industrial electricity conservation initiatives.

CREATIVE PORTFOLIO

E-power Peak Saver
Energy management that pays.



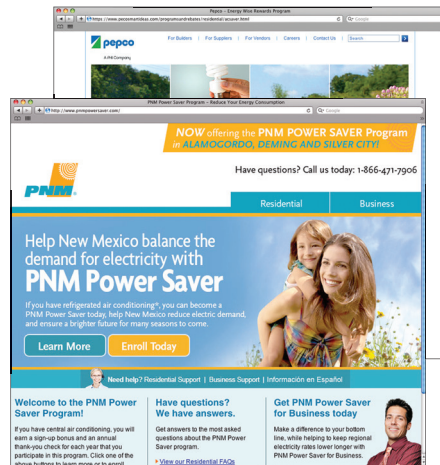
Earn up to **\$32** for each E-power Peak Saver device installed!

Regardless of your energy supplier, you are now eligible to participate in E-power Peak Saver—our central air conditioner/heat pump cycling program.

www.EpowerPeakSaver.com
1-866-748-2333



PPL E-power® Peak Saver
Exhibit Signage



pepoo

NOW offering the PNM POWER SAVER Program
in ALBUQUERQUE, LAS ALBUQUERQUE, SANTA FE, FT. LUIS

Have questions? Call us today: 1-866-471-7906

Residential Business

Help New Mexico balance the demand for electricity with PNM Power Saver

If you have refrigerated air conditioning, you can become a PNM Power Saver today, help New Mexico reduce electric demand, and ensure a brighter future for many seasons to come.

Learn More Enroll Today

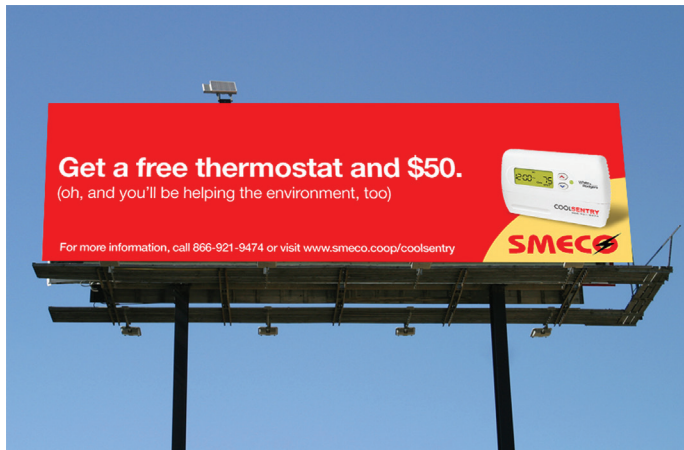
Need help? Residential Support | Business Support | Información en Español

Welcome to the PNM Power Saver Program!
If you have central air conditioning, you will earn a sign-up bonus and an annual thank-you check for each year that you participate in this program. Click one of the buttons below to learn more and enroll!


Have questions? We have answers.
Get answers to the most asked questions about the PNM Power Saver program.
View our Residential FAQs

Get PNM Power Saver for Business today
Make a difference to your bottom line, while helping to keep regional electricity rates lower longer with PNM Power Saver for Business.

PPL E-power Peak Saver
Exhibit Signage



Get a free thermostat and \$50.
(oh, and you'll be helping the environment, too)



For more information, call 866-921-9474 or visit www.smeco.coop/cool Sentry

SMECO

SMECO CoolSentry
Outdoor Advertising Concept



delmarva power

energy wise rewards
Plan on saving now.
Receive rewards all summer!

Join Energy Wise Rewards today!

With Cycling
Save on your summer energy costs. Earn up to \$50 in rewards!

25% Cycling
Save on your summer energy costs. Earn up to \$50 in rewards!

With Cycling
Save on your summer energy costs. Earn up to \$50 in rewards!

For more information or to enroll, visit www.delmarva.com/energywise or call 1-866-333-3799.

Delmarva Power Energy Wise Rewards
Direct Mail Campaign



BENEFITS

- » Positive and consistent communication to your target audiences
- » Tailored messages and campaigns that resonate with your customers
- » Marketing plans that address both your short-term needs and long-term recruitment goals
- » A proven track record of encouraging audiences to partner with energy providers to intelligently manage their energy consumption
- » High program penetration rates in targeted areas, positioning you for long-term success

FEATURES

- » Market analysis, research and focus testing to identify the right messaging and branding for your target market
- » Creation, implementation and management of customer recruitment campaigns for:
 - Demand response programs
 - Energy efficiency
 - Critical-peak, time-of-use and real-time pricing
 - Base-load reduction
- » An award-winning team of industry-recognized marketing experts including strategists, copywriters, graphic designers, web developers and sales professionals

MARKETING CHANNELS

- IntelliMARKET offers multiple traditional and non-traditional channels to actively engage residential and commercial energy customers.
- » Direct Mail
 - » Face-to-Face Sales
 - » Online Advertising
 - » Broadcast Campaigns
 - » Program Collateral
 - » Outdoor Advertising
 - » Newspaper and Magazine Advertising
 - » Website Development, Online Enrollment
 - » Telemarketing/Comprehensive Call Center Operations



Join us in creating a more **resourceful world**.
To learn more visit **itron.com**

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