**For Release at 5:30 a.m. PST 12/09/14**

**Iteris Releases ClearAg Prime, the Next Level of Intelligent Agriculture Decision Support**

*- New ClearAg Prime Enhances Iteris’ Real-time Farming Decision Support Platform with Actionable Soil, Field Accessibility and Planting Intelligence -*

**SANTA ANA, Calif. – December 09, 2014** - [Iteris, Inc](http://www.iteris.com/). (NYSE MKT: ITI), a leader in providing intelligent traffic management and weather information solutions, has released ClearAg™ Prime, the latest in a series of application programming interfaces (API) that can be readily integrated with third-party agricultural software applications.

ClearAg Prime provides real-time access to Iteris’ cloud-based ClearAg data analysis platform, which combines the power of big data and analytics with the seasoned experience of Iteris’ in-house staff of growers, agronomists, meteorologists and data scientists.

“ClearAg Prime is designed to assist agribusinesses, crop consultants, advisors and agronomists with reliable, actionable, field-level information to optimize crop production, yield and field operations,” noted Abbas Mohaddes, president and CEO of Iteris. “This unique solution leverages our data analytics expertise to provide accurate land surface modeling, and our proprietary methods of big data assimilation delivers industry-leading precision weather information.”

ClearAg Prime allows single-platform customer access to soil condition modeling, field accessibility and climatology norms. This is in addition to 30 years of historical and forecast weather information, growing degree days, hail data, Nowcast and industry leading map visualizations that cover field-specific weather information to an industry-leading 1x1 kilometer resolution. ClearAg Prime’s soil condition modeling also incorporates data involving soil temperature, moisture history and forecast information, for a comprehensive planting intelligence platform.

ClearAg Prime users can access planting advisory services that deliver multi-faceted information regarding planting operations, field accessibility and expected seasonal growth metrics. The ClearAg content and modeling platform can also chart crop growth models while providing actionable data for daily decision-support at critical times throughout the remaining growing season.

With the roll-out of ClearAg Prime, Iteris now offers a broad range of weather and agronomical-based APIs available through a single partner and platform.

“ClearAg Prime is the fruition of our plans to strengthen our weather analytics and deliver on the promise of cloud computing for agriculture services,” continued Mohaddes. “We plan to introduce additional precision Ag applications in the coming months that builds on our momentum in this space.”

ClearAg continues to attract increasing industry interest, particularly from Ag systems providers and integrators. Douglas Hackney, the president of [Enterprise Group Ltd.,](http://www.egltd.com/index.htm) a leading provider of data integration and information delivery systems for agriculture and other markets, commented: "Our team has been impressed with what we've seen from Iteris' ClearAg field-level weather information. We look forward to integrating Iteris' high resolution weather and crop information into the big data services we offer customers in agriculture."

The ClearAg Prime API and application guide is available at [www.clearag.com](http://www.clearag.com).

**About Iteris, Inc.**

[Iteris, Inc.](http://www.iteris.com/about) (NYSE MKT: ITI) is a leader in providing intelligent information solutions to the traffic management market. The company is focused on the development and application of advanced technologies and software-based information systems that reduce traffic congestion, provide measurement, management, and predictive traffic and weather analytics, and improve the safety of surface transportation systems. By combining its unique IP, products, decades of expertise in traffic management, hyper-local weather solutions and information technologies, Iteris offers a broad range of Intelligent Transportation System (ITS) solutions to customers throughout the U.S. and internationally. The firm is headquartered in Santa Ana, California, with offices nationwide and abroad. For more information, please call 1-888-329-4483 or visit [www.iteris.com](http://www.iteris.com/). Also visit us on [Facebook](https://www.facebook.com/pages/Iteris-Transportation-Management-Solutions/202838216412564?sk=wall), [Twitter](https://twitter.com/Iteris), and [YouTube](http://www.youtube.com/user/IterisSolutions).

**Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**This release may contain forward-looking statements, which speak only as of the date hereof and are based upon our current expectations and the information available to us at this time. Words such as "believes," "anticipates," "expects," "intends," "plans," "seeks," "estimates," "may," "will," "can," and variations of these words or similar expressions are intended to identify forward-looking statements. These statements include, but are not limited to, statements about the roll-out plans for our ClearAg weather content system and other additional precision ag applications and the future success and capabilities of such system and applications. Such statements are not guarantees of future performance and are subject to certain risks, uncertainties, and assumptions that are difficult to predict, and actual results could differ materially and adversely from those expressed in any forward-looking statements as a result of various factors.

Important factors that may cause such a difference include, but are not limited to, our ability to successfully develop, complete, roll out and gain broad market acceptance for our ClearAg system and other precision ag applications; challenges in the development of software-based solutions generally; the potential impact of product and service offerings from competitors and other competitive pressures; the broad adoption of technology based analytics solutions in the agriculture market; and the impact of general economic, political, and other conditions in the markets we address. Further information on Iteris, Inc., including additional risk factors that may affect our forward-looking statements, is contained in our Annual Report on Form 10-K, our Quarterly Reports on Form 10-Q, our Current Reports on Form 8-K, and our other SEC filings that are available through the SEC’s website (www.sec.gov).

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