**Iteris and F4F Agriculture Sign Memorandum of Understanding to Establish Formal Partnership**

*- MOU Lays Foundation for Strategy to Integrate Iteris’ ClearAg with F4F’s Cirrus Cloud Platform -*

**SANTA ANA, Calif. – February 3, 2015 –**[Iteris, Inc](http://www.iteris.com/). (NYSE MKT: ITI), a leader in providing intelligent traffic management and [weather information solutions](http://www.iteris.com/solutions/weather-analytics), and F4F Agriculture, a global business dedicated to agricultural supply chain connectivity, has signed a Memorandum of Understanding (MOU) to establish a formal partnership. The MOU sets into motion a partnership strategy incorporating Iteris’ [ClearAg™](http://www.clearag.com) with F4F’s integrated business solutions to provide differentiated precision ag technology for the worldwide agriculture market.

The partnership strategy will integrate Iteris’ ClearAg with [F4F’s](http://www.F4F.com) Cirrus Cloud platform. The Cirrus platform facilitates rapid and efficient integration between ERP systems, web/mobile applications, farm systems and third-party cloud services. The companies will deliver a working demonstration of their combined capabilities, showcasing how its synergies provide actionable information for better decision-making for their respective agricultural partners and clients.

“This announcement comes at a time when the agricultural industry faces increasing needs to meet food supply demands, and is also exploring ways to quickly interpret big data for more efficient and effective farming,” said Tom Blair, Senior Vice President of iPerform at Iteris. “We look forward to establishing a formal partnership and working with F4F to mutually address these exciting opportunities in the marketplace.”

Iteris’ innovative precision ag decision-support system ClearAg™, introduced to the market in 2014, leverages a data delivery platform to enable agribusinesses to ingest specific, actionable, high-resolution weather, crop and soil information for data-driven farming. The ClearAg™ API platform takes field-specific weather, combines it with the science of soil and agronomy to deliver the right information, for the right field, at the right time for the right decisions.

 “We are excited to partner with Iteris,” said Nick Evans, Managing Director for F4F Agriculture. “Iteris’ ClearAg technology provides actionable information that should enhance decision-making for the farmer and his suppliers and advisors. We look forward to working together to provide big data solutions using our existing neutral, independent cloud platform that will allow the whole supply chain to leverage the opportunities that precision agriculture offers.”

**About F4F**

Helping agriculture enable the "farmer-centric" supply-chain. F4F provides expertise and a technology solutions framework that is focused on integrating all parts of the agricultural supply-chain and delivers custom data-management business solutions. F4F enables manufacturers, logistics partners, distributors, expert advisors and growers to work more effectively together in meeting the challenges of 21st century food production. This includes:

* Precision agriculture enablement
* Helping suppliers get closer to their customer
* Providing real-time data and delivering information services
* Enabling the streamlining of logistics and distribution processes
* Opening enterprise information and processes to the field

F4F has specialist solutions to help meet the supply-chain challenges in the seed, crop protection, fertiliser, animal health and grain sectors. For more information please contact Alistair Knott on +44 1400 250725 / +1 866 615 8189, via email at alistair.knott@f4f.com or alternatively visit [www.f4f.com](http://www.f4f.com)

**About Iteris, Inc.**

Iteris, Inc. (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).

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