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Iteris Announces General Availability of ClearAg

- General Availability Features Include New Crop Health Advisory Services for Planting and Harvest Timing, Pest and Disease Emergence, Crop Nutrition, Crop Canopy Conditions, and Irrigation –

SANTA ANA, Calif. – May 28, 2015 – [Iteris, Inc.](#) (NYSE MKT: ITI), a leader in providing information solutions to the transportation and agriculture markets, announced the general availability of ClearAg™, a decision support application for precision farming.

The new [ClearAg](#) features, which are available internationally, are Crop Health Advisory Services that assist in defining, defending, and clarifying what is happening in farm fields. Crop Health Advisory Services feature new endpoints around planting and harvest timing, pest and disease emergence, crop nutrition, crop canopy conditions, and irrigation.

Agribusinesses, crop consultants, and growers can access the ClearAg crop health and decision support product suite through the ClearAg web application or through a programmatic data service via APIs that readily integrate with third-party agriculture software applications.

“With the production release of our ClearAg APIs and ClearAg App, we look forward to equipping the agriculture industry with the highest quality, field-level weather, water, global soil and crop health information for effective farm operations,” said Tom Blair, senior vice president of Iteris’ Performance Analytics Division. “Following positive and constructive feedback from our ClearAg beta program, general availability of our ClearAg App and ClearAg APIs enable agribusinesses and growers to understand what is going on in their fields at any given moment. Whether they are in the field or in the office, whether they use the ClearAg App, or their own App empowered by ClearAg APIs, we are committed to empowering our customers with the best information so they can make better, faster, and more informed decisions from seed selection to planting and harvest timing.”

The new ClearAg precision farming services follow previous product launches of ClearAg Select field-level precision weather and ClearAg Prime global soil application services. Together, ClearAg decision support products optimize crop production, maximize farm management resources, increase crop yield, and improve field operations.

ClearAg is a decision support application for precision farming built upon Iteris’ EMPower™ adaptive forecasting engine. As new information becomes available, the ClearAg system adapts to provide the most accurate, location-based information available on a worldwide basis. ClearAg’s patented technologies combine global, multi-sensor [weather analyses](#), ensemble-based weather forecasting, customized soil modeling, and a staff of expert meteorologists to create what we believe to be the most accurate, science-based environmental information available. ClearAg leverages Iteris’ precision weather and global soil content with the power of agronomic models to solve complex agricultural challenges.



Follow Iteris ClearAg on Facebook, Twitter, and YouTube to stay up-to-date on our offerings.

About Iteris, Inc.

Iteris, Inc. (NYSE MKT: ITI) is a leader in providing information solutions to the transportation and agriculture markets. We are focused on providing this information to practitioners in these markets to improve their effectiveness and efficiency. By combining our expertise, unique IP and information infrastructure in a suite of products and services, Iteris offers a broad range of solutions to both domestic and international customers. The firm is headquartered in Santa Ana, California, with offices throughout the U.S. and in select locations internationally. For more information, please visit www.iteris.com or call 1-888-329-4483. Also visit us on [Facebook](#), [Twitter](#), and [YouTube](#).

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," "should," "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 future capabilities and benefits of our ClearAg advisory services and related solutions. 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 solutions, the challenges in the development of software-based solutions generally; the future adoption of technology based analytics solutions in the agriculture market; and the potential impact of product and service offerings from competitors and such competitors' patent coverage and claims. 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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