



Iteris Signs ClearAg Agreement with Minnesota Wheat Research and Promotion Council to Support Grain Quality and Consumer Food Safety

- ClearAg Applications and Agronomic Modeling Services to Provide Wheat Growers Access to Weather, Water, Soil, and Wheat Disease Information -

SANTA ANA, Calif. – August 5, 2015 – [Iteris, Inc.](#) (NYSE MKT: ITI), a leader in providing information solutions to the transportation and agriculture markets, has entered into an agreement with the Minnesota Wheat Research and Promotion Council (MWRPC) to provide custom weather and soil data to localize wheat disease models for Minnesota wheat growers via Iteris' precision farming data delivery platform, ClearAg™. MWRPC members will gain access to high-resolution weather and soil data for decision support on planning fungicide applications to on-farm research through the ClearAg App.

Specifically, Iteris plans to provide its unique modeling-as-a-service to wheat producers by hosting the publicly developed Fusarium Head Blight Forecasting model and the Wheat Leaf Disease Forecasting model through the ClearAg precision farming platform. This platform is expected to provide producers with instant access to these forecasting models through easily understood maps and graphics on their mobile devices. Minnesota wheat growers should also be able to access the Wheat Disease models at mawg.cropdisease.com.

“We look forward to providing the MWRPC with next-generation agronomic and atmospheric modeling services through our ClearAg platform in order to assist wheat producers improve their crop management and crop quality,” said Tom Blair, senior vice president of Performance Analytics at Iteris. “We anticipate our ClearAg App will allow wheat growers to have comprehensive access to weather, water, soil, and crop growth information alongside their publicly developed wheat disease modeling information. Not only will the service provide real-time decision support analytics for farmers and agronomists, but it should also help growers leverage the models to define, defend, and clarify their wheat production operations. This relationship underscores Iteris' commitment to agriculture and improved food quality in support of growing global consumption.”

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 the firm believes 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.

“The ClearAg farming platform offers substantial value, as it provides us with the most precise Minnesota weather information available to drive wheat disease models,” said David Torgerson, executive director of MWRPC. “Besides providing statewide forecasting maps via the website, we are



looking forward to having the forecasting models integrated into ClearAg for easy access, field-specific applications.”

Follow Iteris ClearAg on [Facebook](#), [Twitter](#), and [YouTube](#) to stay up-to-date on the firm’s latest offerings. Please contact info@clearag.com for inquiries regarding this release or ClearAg products.

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 precision farming data delivery application 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 integrate MWRPC’s forecasting models with our ClearAg application and complete such roll-out and integration on a timely basis without significant customization requirements or costs; MWRPC’S ability to achieve broad market acceptance for its forecasting models; 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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