

## **Sensus Receives 2009 Business Development Strategy Leadership of the Year Award from Frost & Sullivan**

**Raleigh, NC** (October 26, 2009) – Sensus, a leader in intelligent solutions for gas, water, and electric utilities, has been selected by Frost & Sullivan as the Business Development Strategy Leadership of the Year Award recipient for 2009.

The Sensus FlexNet™ technology is a reliable, robust, minimal infrastructure solution. FlexNet's lean network architecture uses a powerful radio frequency to transmit information to the maximum range while also minimizing operational costs with low infrastructure requirements.

"Having consistently maintained a highly original approach to the provision of safe and secure AMI solution, Sensus is a true pioneer. In addition, Sensus' Flexnet lean architecture and state-of-art technology address the market's needs," said Frost & Sullivan Senior Research Analyst Vignesh Sundaram.

The Frost & Sullivan Award for Business Development Strategy Leadership of the Year is presented to the company that has "demonstrated excellence in business development within the industry", as stated in the Award documentation.

The Award "recognizes the company's ability to best perceive consumer needs, develop products and/or services that meet consumer needs, successfully introduce products or services to the industry, and identify new market segments to expand the existing customer base. Through a combination of vision, technology, and successful marketing, the Award recipient has demonstrated superior market growth skills."

"We are pleased and honored to have been selected for this prestigious award," said Peter Mainz, Chief Executive Officer and President of Sensus. "It is a testimony to the quality of our employees, technology products and services, and worldwide partners and customers," he added.

Among the highlights noted about Sensus in the Award documentation:

- Sensus is a major participant in the advanced metering infrastructure business and it currently holds a 23.2 percent share of the U.S. AMI market
- Sensus is a pioneer in providing AMI solutions in the U.S. Sensus has maintained a highly innovative approach for a safe, reliable, and clear transformation path for utilities
- In April 2009, Sensus entered into an alliance with Telemetric Corporation and proceeded to integrate Sensus FlexNet™ RF technology into Telemetric's intelligent communications devices to provide distribution automation solutions for electric utility smart grid applications. Sensus subsequently acquired Telemetric.

- In January 2009, Sensus entered into a strategic partnership with 4Home Inc., the leading provider of home control services for energy management, home security and monitoring, media and entertainment management and home health, to create Home Area Network (HAN) and Demand Response (DR) solutions for utilities

To select the recipient of this Award, the Frost & Sullivan analyst team “tracks all the major participants in the industry, paying close attention to their business development efforts. This process includes interviews with the market participants, customers and suppliers, along with extensive secondary and technology research.”

The Award report stated that “these cumulative factors make Sensus the deserving recipient of the 2009 Frost & Sullivan Award for Business Development Strategy Leadership of the Year for its contribution in the U.S. Advanced Metering Infrastructure Market.” The Frost & Sullivan Award recipient is ranked number one in the industry.

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#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

#### **About Sensus**

Sensus is a time-tested technology and communications company providing data collection and metering solutions for water, gas and electric utilities around the world. Sensus is a transforming force for the utilities of tomorrow through its ability to help customers optimize resources, as well as to meet conservation and customer service objectives. Sensus customers rely on the Company for expert, reliable service in order to meet challenges and exceed goals. For more information, visit [www.sensus.com](http://www.sensus.com).

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