



NRTC to Offer Sensus Smart Grid Technologies to Rural Electric Co-op Members

Reseller agreement includes Sensus FlexNet AMI System, Meters and DA Solutions

RALEIGH, N.C. (March 7, 2011) – The National Rural Telecommunications Cooperative (NRTC) has entered into a value added reseller (VAR) agreement with Sensus. Through this partnership NRTC will offer Sensus smart grid technologies to its members including the FlexNet™ advanced metering infrastructure (AMI) system, smart meters, distribution automation and demand response solutions.

In response to requests from co-op members for a wireless AMI solution, NRTC evaluated various technologies before partnering with Sensus. “The Sensus FlexNet system is a proven, licensed wireless AMI technology and a wise investment for the future as it can support smart metering and smart grid applications like distribution automation with one network,” said Ed Drew, vice president, utility solutions at the NRTC. “Licensed wireless provides the range needed for our Electric Cooperative members, reaching meters at tens of miles rather than hundreds of feet as is the case for unlicensed mesh alternatives,” added Drew.

The FlexNet system is a long-range radio AMI solution that is based on open standards and communicates via dedicated, primary-use, FCC-protected spectrum. For electric co-ops, this means that the system can reliably communicate data over long distances and varied geographic terrain with lean infrastructure requirements.

“NRTC has been a leader in offering our members a complete range of smart grid solutions, including AMI systems,” said NRTC’s Drew. “By adding the Sensus FlexNet system to our portfolio, we can now meet member requests for a wireless AMI solution.”

“A long-range radio approach to AMI allows us to best serve our service territory,” said Don Book, general manager of Dubois Rural Electric Cooperative in Jasper, Ind., and the first NRTC member to select Sensus through the NRTC partnership. “We will now bring the benefits of the smart grid to our customers by automating meter reads, reducing truck rolls and receiving real-time notification of outages for faster service restoration.”

This agreement further solidifies Sensus' commitment to the rural electric co-op market as the company continues to build partnerships across all smart grid market segments.

“The Sensus FlexNet system is quickly becoming the technology of choice for smart grid projects,” said Kevin Beall, director of sales at Sensus. “We are already delivering proven smart grid solutions for rural electric co-ops, and the partnership with NRTC, a trusted provider, will help to continue building our momentum in this market.”

About NRTC

The National Rural Telecommunications Cooperative (NRTC) represents the advanced telecommunications and information technology interests of 1,500 rural utilities and affiliates in 48 states. NRTC helps rural electric and telephone utilities strengthen their businesses with solutions uniquely suited to the needs of rural consumer. Founded in 1986 by electric cooperatives, the National Rural Electric Cooperative Association (NRECA) and the National Rural Utilities Cooperative Finance Corporation (CFC), NRTC helps ensure member success by aggregating their individual buying power, negotiating national contracts and supporting business solutions which expand their service offerings. NRTC remains focused on bringing advanced telecommunications solutions to rural America.

About Sensus

Sensus leads in innovative and evolving technology solutions that enable intelligent use and conservation of critical energy and water resources. Sensus has led the discovery, development and implementation of technologies for the energy and water industries for more than a century. Water, gas and electric utility customers around the world benefit from the company's open, flexible products and solutions to help them optimize their resources – today and tomorrow. Headquartered in Raleigh, N.C., USA, Sensus serves customers from locations throughout the Americas, Europe, Africa and Asia. For more information, visit www.sensus.com.

To follow Twitter updates from Sensus please visit www.twitter.com/sensusmartgrid.

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