

The Itron logo consists of the word "Itron" in a white, sans-serif font, positioned on a black rectangular background.

February 11, 2014

Mr. Mark Eton
7ft4.com, LLC
P. O. Box 982108
Park City, UT 84098

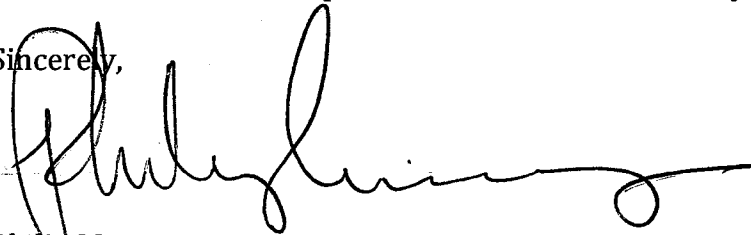
Dear Mark:

On behalf of Itron, I would like to thank you for inspiring our team and teaching us your Four Commitments of a Winning Team. You helped to make our 2014 North America Sales Meeting a great success. The energy level was high, and the feedback on your sessions was extremely positive.

I am not a great fan of sports as a metaphor for business. I am rethinking my position after hearing your story and the lessons that you learned. By sharing four "simple" commitments, our team was able to understand their basic obligations and expectations. The commitments are memorable and extremely useful. My particular favorite being make the rest of your team look good!

Thanks for taking the time to teach and inspire us. I would be happy to take any calls to talk about our experience. Itron is an extremely happy customer.

Sincerely,

A handwritten signature in black ink, appearing to read "Philip Mezey", with a long, horizontal flourish extending to the right.

Philip Mezey
President and Chief Executive Officer

PCM/elm