



EFC Systems To Embed Iteris ClearAg Spray Decision Support In FieldAlytics Platform

EFC Systems Will Provide Ag Retail Customers With Access To ClearAg Spray Advisor For Data-Driven Spray Recommendations

SANTA ANA, Calif., and BRENTWOOD, Tenn. – Sept. 5, 2017 -- [Iteris, Inc.](#) (NASDAQ: ITI), the global leader in applied informatics for transportation and agriculture, and EFC Systems, Inc., an ERP (Enterprise Resource Planning) and Precision / Field Data Management solution provider for the agricultural retail and distribution marketplace, have entered into a partnership agreement to provide agriculture retailers with access to [ClearAg®](#) Spray Advisor, which provides guidance for agricultural product application timing based upon Iteris' premium weather and soil information. By entering the location of fields and farms in the FieldAlytics Platform, EFC Systems' customers will be able to access Iteris' ClearAg Spray Advisor for spray decision support.

“We are excited to partner with Iteris to provide ag retailers with an industry-leading spray decision support tool,” said Ernie Chappell, CEO of EFC Systems, Inc. “Access to Iteris' ClearAg Spray Advisor enables ag retailers to provide their growers with spray recommendations based on premium environmental information. As a result, EFC customers can better plan field operations, incorporate weather considerations before dispatching work orders, and confirm current conditions for scheduled field operations when already in-field.”

Through Iteris' ClearAg Spray Advisor, users can select from a list of environmental conditions that are important to both field operations and product applications. Based on the user-defined location of a farm or field in FieldAlytics, the user is then able to request recommendations for ideal timing for spray applications based on relevant weather and soil information.

“By identifying the optimal spray conditions based on a variety of environmental factors and product requirements, ag service providers can help ensure maximum performance of the spray application while reducing the risk of off-target movement,” said Jim Chambers, senior vice president and general manager of Iteris' Agriculture and Weather Analytics Division. “This partnership with EFC Systems will provide ag retailers with critical, real-time spray decision support, helping them better manage risks such as inversion and drift.”

About Iteris, Inc.

Iteris is the global leader in applied informatics for transportation and agriculture, turning big data into big breakthrough solutions. We collect, aggregate and analyze data on traffic, roads, weather, water, soil and crops to generate precise informatics that lead to safer transportation and smarter farming. Municipalities, government agencies, crop science companies, farmers

and agronomists around the world use our solutions to make roads safer and travel more efficient, as well as farmlands more sustainable, healthy and productive. Visit www.iteris.com for more information.

About EFC Systems, Inc.

EFC Systems, Inc. delivers comprehensive technology solutions to agricultural retailers both for ERP (Enterprise Resource Planning) as well as Precision / Field Data Management. Our solutions supports advanced farming practices and enables seamless data connectivity among growers and their agricultural service providers. EFC Systems has been providing agribusiness solutions for over 25 years and has clients in 47 states and Canada. Our corporate headquarters are located in Brentwood, Tennessee and visit www.efcsystems.com for more information.

Iteris Forward-Looking Statements

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," "will," "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 anticipated results and benefits of our agreement and future success, benefits and capabilities of our ClearAg products and related services. 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 timely and on a cost-efficient basis integrate and deliver our ClearAg solution; spray application techniques, methods and equipment used in conjunction with our ClearAg solution; the potential impact of product and service offerings from competitors and other competitive pressures; partner's dedication of resources and ability to achieve market acceptance for its own products and services; the broad adoption of technology based analytics solutions in the agriculture market; our competitors' patent coverage and claims; and the impact of general economic, political and other conditions in the markets we address. 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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