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M2M Communications Announces Agreement with Idaho Power for Irrigation Load Control Services

Boise, ID – (April 07, 2009) – M2M Communications, a leading supplier of web-to-wireless monitoring and control solutions, signed a contract with Idaho Power to provide irrigation load control services utilizing M2M Communications' Lodestar system technology. Idaho Power provides electricity for 487,000 residential, business and agricultural customers in a 24,000 square-mile service area in southern Idaho and eastern Oregon.

The M2M Communications Lodestar is an innovative web-to-wireless system that provides utility customers with a customized and secure method to remotely monitor and control energy usage during times of high electricity demand. The system also allows individual farmers to remotely monitor and control their own pumps, saving them time and travel to turn a pump on or off. M2M provides the Lodestar control units, a custom Web site, versatile customer notification system, and cellular and satellite airtime to support the administration of Idaho Power's Irrigation Peak Rewards program.

Steve Hodges, president of M2M Communications stated *"The Lodestar solution has been optimized for irrigation demand side management applications, and provides real benefits for both the utility and the farmer. We are very pleased to be working together with Idaho Power to bring these benefits to the people of our home state."*

By partnering with irrigation customers to reduce the demand on the electrical system, utilities can potentially delay the need to build new, more costly energy resources. The greatest demand for electricity occurs when farmers are pumping water to their fields and customers are using their air conditioners to cool their homes and businesses. Demand response programs give utility companies the ability to shift the demand for power during times of peak energy demand—this helps utilities monitor power usage helping to ensure consistent, reliable electricity for all customers.

“The improvements to our Irrigation Peak Rewards program is a win-win benefitting our irrigation customers and our company—irrigation customers receive credits on their bills for participating and we are able to further meet our commitment to our customers to continue to provide responsible, reliable, fair-priced energy,” said Idaho Power Agricultural Engineer Quentin Nesbitt.

By working with irrigation customers, Idaho Power estimates that the Peak Rewards program will reduce summer peak usage by approximately 180 megawatts in 2009. Over the next few years, the opportunity to improve load management through increased installation of Lodestar control units on many of the larger pumps in Idaho Power’s southern Idaho and eastern Oregon service area offers significant benefits to both customers and the utility.

About M2M Communications

Located in Boise, Idaho, M2M Communications provides web-to-wireless remote monitoring and control products and services. M2M specializes in irrigation load control programs, demand side management applications and equipment monitoring and control. These programs give utility companies the ability to reschedule the power consumption during times of peak energy demand.

For more information, please call 208 947-9500 or visit www.m2mcomm.com.

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