

TAKADU SELECTED AS NEW ENERGY PIONEER

*Cited By Bloomberg New Energy Finance for Their Commitment to the Field of
Clean Energy, Technology and Innovation*

New York, April 4—Bloomberg New Energy Finance today announced TaKaDu as a 2011 New Energy Pioneer. In its second year, the Bloomberg New Energy Finance Pioneer program named nine other companies at the fourth annual Bloomberg New Energy Finance Summit in New York.

"TaKaDu is honored to be a recipient of this prestigious award, which further recognizes the new category we pioneered", said Amir Peleg, Founder and CEO of TaKaDu. "TaKaDu was founded with the vision of making water networks smarter through advanced technology. The expansion of our business this quarter, together with our first Latin America customer, shows that our vision is embraced by utilities. The world is faced not only by water scarcity but also with a scarcity in water technology innovation. The recognition of TaKaDu, an emerging water technology company, as a New Energy Pioneer is a positive signal for the future of innovation in the water sector".

TaKaDu helps water utilities worldwide take control of their networks by giving real-time knowledge and alerts about leaks and other problems in their water distribution infrastructure. TaKaDu's Software-as-a-Service solution is quick to set up and easy to use. It requires no changes to existing equipment or upfront investment.

In its second year, the Bloomberg New Energy Finance Pioneers program identifies companies from across the world that are making significant gains in the field of clean technology and innovation. A panel of industry experts, led by Bloomberg New Energy Finance technology specialists, chose the honorees by assessing them against three criteria: potential scale, innovation and momentum.

This year's winners represent a broad range of industries including bioenergy, energy smart technologies, water and solar. Each of the New Energy Pioneers has worked to develop unique technologies and has demonstrated the potential for these technologies to be competitive in the marketplace and implemented on a large scale.

"The panel chose these companies because we feel they have the potential to change the energy landscape in a very significant way," said Michael Liebreich, Summit chairman and head of Bloomberg New Energy Finance. "In this fast-evolving sector, the Pioneers could play a major role in the world's transition to a lower carbon energy system."

Other winners include BrightSource Energy, eMeter, Epuramat, Green Biologics, Metabolix, On-Ramp Wireless, Redwood Systems, SAGE Electrochromics and Winafrique.

The Bloomberg New Energy Finance Pioneers Program is sponsored by AutoDesk and Morrison & Foerster.

About TaKaDu

TaKaDu is the global leader in Water Infrastructure Monitoring, providing a Software-as-a-Service (SaaS) solution for water utilities. TaKaDu's solution detects, classifies, alerts and provides real-time insight on leaks, bursts, DMA breaches and other network inefficiencies.

The solution is based on complex algorithms which analyze existing online data from meters within the network (flow, pressure, etc) and external data (weather, holidays, etc). TaKaDu's patented technology is easy to deploy, requiring no network changes, no additional devices and no capital expenditure. The service is in use by leading water utilities worldwide.

TaKaDu's team is comprised of top-notch scientists with many years of data analytics experience, alongside seasoned executives from global software leaders. TaKaDu is a founding member of SWAN (Smart Water Network forum) and won several industry awards, including the prestigious Technology Pioneer 2011 award from the World Economic Forum. For more information about TaKaDu: <http://www.takadu.com>

About New Energy Finance

Bloomberg New Energy Finance is the world's leading independent provider of news, data, research and analysis to decision-makers in renewable energy, carbon markets, energy smart technologies, carbon capture and storage, and nuclear power. The group has staff of more than 180, based in London, Washington D.C., New York, Beijing, New Delhi, Hyderabad, Cape Town, São Paulo, Singapore, and Sydney.

Bloomberg New Energy Finance Insight Services provide deep market analysis to investors in wind, solar, bioenergy, geothermal, carbon capture and storage, energy efficiency, and nuclear power. The group also offers dedicated services for each of the major emerging carbon markets: European, Global Kyoto, Australia, and the US, where it covers the planned regional markets as well as potential federal initiatives and the voluntary carbon market. Bloomberg New Energy Finance Industry Intelligence provides access to the most comprehensive database of investors and investments in clean energy and carbon. The News and Briefing Service is the leading global news service focusing on clean energy investment. The group also undertakes custom research and runs senior-level networking events.

For more information on Bloomberg New Energy Finance:

<http://www.newenergyfinance.com>

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