

THAMES WATER AND TAKADU RECOGNIZED BY THE INTERNATIONAL WATER ASSOCIATION FOR PRACTICAL SUSTAINABLE URBAN WATER MANAGEMENT

The award recognizes the importance of Water Infrastructure Monitoring, provided to Thames Water by TaKaDu

Montreal, QC, Canada - September 21, 2010 – The International Water Association (IWA) World Water Congress and Exhibition opens this week in Montreal. At the congress, the IWA Sustainability Specialist Group prize for innovation in the practical realization of sustainable urban water management will be granted. Among the winners of this year's award are Thames Water and TaKaDu, for the implementation of Water Infrastructure Monitoring at Thames Water, in the UK.

Today's water infrastructure networks are aging, with many portions of the network laid in the first half of the past century. Older networks suffer from increased number of leaks and operational inefficiencies and require frequent maintenance and mass replacement. This stresses water utilities' resources and affects sustainability. Current practices often make the monitoring and management of the network complex and impractical. As a result, utilities often face significant challenges related to non-revenue-water and to the efficient and sustainable use of their current water network infrastructure.

For the pilot implementation at Thames Water, TaKaDu's solution analyzes data collected from the London utility's distribution network. Thames Water is the UK's largest water and wastewater services provider, serving 13.8 million customers for waste water and 8.7 million for clean water. Real-time alerts and views provide Thames Water's staff increased visibility and greater control over its network assets and events.

"The water industry will benefit from the Water Infrastructure Monitoring vision" said Amir Peleg, founder and CEO of TaKaDu. "We expect additional companies to join us and provide complementary solutions that will evolve into a holistic approach to smart water management. When water is lost in the distribution network, that amount of water is unnecessarily extracted from water sources. With today's focus on new water sources, water infrastructure monitoring should be seen as the cheapest and most immediately available water source".

About TaKaDu

TaKaDu provides a Software-as-a-Service solution for monitoring water distribution networks. TaKaDu's award-winning solution gives the utility real-time control over network events, using statistical algorithms. TaKaDu's patent-pending technology is easy to deploy and set-up, requiring no changes to the network or additional equipment. TaKaDu's service is fully operational and its utility

deployments are supported by a global partner network. For more information please visit <http://www.takadu.com/>.

TaKaDu is a 2011 World Economic Forum Technology Pioneer.

At the IWA World Water Congress and Exhibition, TaKaDu will be showcasing its technology at booth # 220.

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