



Increase your revenues
by incorporating our weather and
environmental products into your daily regimen.

 **WEATHERBANK, INC.**

HOW WEATHERBANK WILL BENEFIT & SUPPORT YOUR COMPANY



Experience higher levels of success with your “just-in-time” deliveries as a result of fewer delays caused by weather-related impacts.



Have sufficient product inventory in the correct location at the right time using our custom forecasts and historical weather data - specific to your unique sales territories.



Maximize the results of your marketing and advertising campaigns by incorporating our long-range weather analyses.



Our proprietary, real-time Watch & Warning Alert Service will directly notify each one of your local stores of *ANY* impending severe weather event. Thus affording your managers and employees more time to make better decisions on how to operate more efficiently and profitably during extreme weather episodes.

DISTRIBUTION NETWORKS ~ IMPROVE YOUR JUST-IN-TIME DELIVERIES

You can't make money without products to sell. *WEATHERBANK* provides logistical support to the major rail and over-the-road carriers operating throughout North America. If we can manage \$300 million in freight for CSX Transportation - just think of what we can do for your company's distribution network. It doesn't matter what the season is or the region where your company operates - we can provide the 24/7 support to assure that your products arrive on time, regardless of what's going on with the weather.

INVENTORY MANAGEMENT ~ TO MAKE MORE SALES

Last year's hurricane season was horrific with several storms reaching Category 3 or greater and slamming many of the coastal areas of the United States. While many of our competitors were wavering in their track projections and timing, changing their forecasts up to the hour before landfall - *WEATHERBANK* was steadfast. With our advanced watch and warning systems and superior accuracy, our clients were prepared for each situation. They were able to re-route the appropriate inventory and stock their shelves with much needed items for each event, resulting in million of dollars in added profit.

Aside from the sporadic episodes of extreme weather - *WEATHERBANK* can also support your company on a daily, operational basis. The first step is to determine the relationships between your sales and the weather, using our historical database. We can provide you with our historical weather data from the last 10, 20, or 30 years – or just the last few years, whatever is appropriate. Our historical database addresses some 20 different weather parameters, including recorded values of temperatures, precipitation amounts, humidity levels, and cloud cover percentages. We can also provide many calculated variables, such as an average daily temperature, heating or cooling degree-day values, or even specific and proprietary parameters unique to your company. And if you've been purchasing historical data from one of the government agencies, now there's no need to wait for weeks for the order to arrive. Our historical database covers the entire period of record and has been edited for missing and spurious data - and we can turn around a data order in mere hours. Once the sales relationships are known, we will design, operate, and maintain the proper forecasting services to keep your business operating at its highest possible efficiency.

Our forecasting services will include our hourly forecasts generated for any length of time. Our proprietary modeling routines allow us to make very accurate predictions that extend out as far as the next two years. More importantly, we can provide our forecasts to your particular sales period (be it days, weeks, or months) and any sales territory (regions of the United States, individual States, counties, zip codes, DMA's or discrete points or cells based on latitude and longitude). For even greater ease of use, our products can be presented in whatever format that makes sense for your company, specific departments, or unique software. ASCII text, tab or comma delimited, Excel, Access, and numerous graphic formats are just a few of the formats we work on a routine basis.

Hit Your Mark Every Time



Find Out How At www.weatherbank.com

SALES WEEK
 #2005-32
 Aug. 13-19, 2005

COLDER
 > -3 DEG. F
 30-YEAR AVG.

NORMAL
 -3 to +3 Deg.
 30-YEAR AVG.

WARMER
 > +3 Deg. F
 30-YEAR AVG.

DMA # CA-03	MAX TEMP	MIN TEMP	MAX 10 AM TEMP	MAX NOON TEMP	MAX 6 PM TEMP
Modesto, CA	86	48	71	79	81
Oakland, CA	72	45	52	67	68
Orange County, CA	91	65	78	85	90
Redding, CA	105	72	81	96	104
Riverside, CA	70	55	58	67	68
Sacramento, CA	85	61	75	78	82
Salines, CA	70	53	55	65	68
San Diego, CA	99	71	75	84	95
San Francisco, CA	58	41	45	52	57
San Jose, CA	62	51	51	53	60
San Luis Obispo, CA	65	52	55	58	64

The above product illustration is only one example of our ability to provide your complete staff with accurate information - of any weather variable or parameter. This type of database will allow your company to better plan and organize your sales and marketing campaigns, inventory replenishment, and distribution actions. We can present our data against any GIS grid (DMA/MSA, zip code, LAT/LONG.) and any sales period.

OUR REAL-TIME, ADVANCED WATCH & WARNING SERVICE ~ OPERATE EFFICIENTLY UNDER ANY WEATHER CONDITION

With *WEATHERBANK'S* Watch and Warning Alert Service, *ANY* personnel you authorize, will have immediate notification of impending weather events. This one-of-a-kind Service is web-based with E-mail follow-up and we can reach your key people on the move with wireless applications. Your people will also have toll-free access to our meteorologists 24/7, every day of the year. This aspect is just part of the Service and allows for a personal discussion on any local weather impact.

Our products and services can be delivered to your company utilizing multiple and redundant methods, as well, including FTP and XML links, and our proprietary, digital Satellite feed, which employs our new Windows®-based software. This will assure you that your operations will continue despite any calamity in communications between your offices and ours.

WEATHERBANK, INC.

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www.weatherbank.com



CSX
TRANSPORTATION



CLOROX



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**Advance
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Scott's



Sara Lee



Baskin Robbins



TOYS R US



WALMART
ALWAYS LOW PRICES.
Always



AP Associated Press



GP
Georgia-Pacific

We're Holding A Place For You, In A Very Exclusive Group !

WEATHERBANK, INC. is a full service, meteorological consulting company that provides weather risk services, products, data (including historical, real-time and forecasted), and custom programming solutions to professionals in the retail industry. We have been excelling in this endeavor for more than 30 years.

We produce an exhaustive database of products that are beneficial to professionals in every sector of the retail industry. We can also generate sector- and client-specific weather products to enhance and support your unique operations. Your operations will run more smoothly and hassle-free with **24/7** support from our staff of Meteorologists, IT Professionals, and graphic artists.

Call toll-free at **1-800-687-3562** for a personal consultation. A professional and courteous representative will explain more of the solutions and benefits that *WEATHERBANK* can provide for your company.



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