



FOR IMMEDIATE RELEASE

Contact: Bruce A. Fixman, President
WeatheRate, Inc.
2218 East Rockledge Road
Phoenix, AZ 85048
Phone: (602) 909-8429
Email: info@weatherate.com

Independent Weather Service Verifies TV Weather Forecast Accuracy

Phoenix, AZ (November 3, 2003) – A new service, WeatheRate, verifies the accuracy of weather forecasts made by more than 200 local TV stations in the 50 largest U.S. metropolitan areas.

WeatheRate's patented WeatherTracker II software compares local TV weather forecasts with actual conditions. The software's algorithms calculate which station is most accurate. Twice a year, in September and March, WeatheRate offers their seal of approval to the station that provides the most accurate weather forecasts in each WeatheRated city.

WeatheRate verifies high and low temperatures, sky cover, precipitation, snow accumulation, wind and fog. Accuracy in forecasting severe weather and timing of precipitation also comes into play.

"It's always been an issue in any television market who is really most accurate," said Mike Harvey, Chief Meteorologist at KPHO in Phoenix. KPHO was named most accurate in that city by WeatheRate for the six month period ending August 31.

Meteorologist Bruce Fixman, President of WeatheRate, developed the service with the general public in mind. He was tired of every TV station claiming to be the most accurate, pinpoint or simply the best in town. "WeatheRate is the only independent weather forecast verification service in the United States. Because we're not affiliated with TV stations or the companies that own them, we award our seal of approval only to the station who's really most accurate," Fixman said.

For more information about WeatheRate at weatherate.com or call (602) 909-8429.

###