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WeatheRate Named "Idea to Watch" by *Inc.* Magazine

Phoenix, AZ (January 26, 2004) – Forecasting watchdog WeatheRate is an "Idea to Watch," according to *Inc.* magazine's February 2004 issue. With over 600,000 subscribers, *Inc.* is one of the country's leading business periodicals.

"We're thrilled that such a respected barometer of entrepreneurship recognized our company's potential," said Bruce Fixman, President of WeatheRate.

"Local TV news is an extremely competitive business, and we're going to shower the stations that provide the most accurate forecasts with Nielsen ratings," said Fixman.

In a recent test market, Phoenix's KPHO touted its top WeatheRate ranking. Fixman believes that's partly why Nielsen ratings for its nightly newscast soared nearly 20%.

"I'm glad someone is taking the initiative to track forecast accuracy," said KPHO Chief Meteorologist Mike Harvey. "In our business your credibility is only as good as your accuracy. It's an honor to be recognized as the most accurate meteorologist in Phoenix."

About WeatheRate

The Arizona-based company crowns local meteorologists across the country as the most accurate in their TV markets by comparing forecasts with actual conditions. 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.

Using a business model similar to J.D. Power and Associates, WeatheRate conducts independent research at their own expense. At the end of each WeatheRating period, the company offers its seal of approval only to the most accurate station in each television market.

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

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