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WeatheRate Hailed “Hot Company” by *bizAZ* Magazine

Phoenix, AZ (May 19, 2004) – Forecasting watchdog WeatheRate earned top billing in *bizAZ*'s coveted “Hot Company” column.

“We’ve already been recognized by national and TV news industry publications. We’re delighted that the business community appreciates our company’s potential,” said Bruce Fixman, President of WeatheRate. “People watch their local news for the weather report. TV news is an extremely competitive business, and we’re going to shower the stations that provide the most accurate forecasts with Nielsen ratings.”

Recently, Kansas City’s KSHB touted its top WeatheRate ranking. Fixman believes that’s partly why Nielsen ratings for its nightly newscast soared 26.5% for the key females 25-54 demographic and 15.5% overall.

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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