



FOR IMMEDIATE RELEASE

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Storm Lovers Become Rainmakers by Flexing Forecasting Prowess

Phoenix, AZ (July 26, 2004) – Blizzards, severe thunderstorms and hurricanes are what weather enthusiasts across the country forecast at weatherforecastcontest.com. Weather geeks, hobbyists and pros compete head-to-head in this new, online forecasting contest developed by WeatheRate, the TV weather forecast verification experts. Until now, well-organized, national forecasting contests were available only to college students.

A new forecast city is carefully chosen each month, based on weather and geographic diversity. The most accurate forecaster each month wins a \$150 cash prize. Second and third place finishers receive six and three months of free play, respectively.

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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