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STORM HAWK™ NAMED CES 2004 INNOVATIONS AWARD HONOREE

First mobile, hand-held weather forecasting and navigation system honored for providing critical weather information centered on the user – where ever they are - land or sea

(December 15, 2003 Wichita, Kansas). . . WeatherData, Inc., North America's leading provider of weather risk management services and weather forecasting products, announced today that Storm Hawk (www.Storm-Hawk.com), its new consumer product, received a prestigious Innovations Design and Engineering Award from the 2004 International Consumer Electronics Show (CES). As a 2004 Honoree for the Software/Embedded Technologies Category, Storm Hawk joins an elite group of industry leaders bringing the latest consumer electronic products to market this year.

“We are thrilled to receive this recognition for Storm Hawk,” said Mike Smith, Founder and CEO of WeatherData, Inc. “We developed our product so people on the move have access to detailed weather reports and weather hazards affecting them directly. It’s a product designed to improve safety and offer piece of mind in troublesome situations. This award reaffirms that Storm Hawk is cutting-edge, superior in its category, and is a product that provides extreme value to the user.”

Storm Hawk is new to the marketplace launching in November, 2003. Created for recreational users including boaters, drivers and outdoor enthusiasts, as well as businesses and industries with weather sensitive operations, Storm Hawk features weather-overlaid mapping based on Global Positioning System (GPS) data which is displayed on a personal digital assistant (PDA).

Using cellular or satellite communications, Storm Hawk presents customizable critical weather information of interest to the user, centered on the user. Real-time radar and lightning data provide exact storm locations, while reporting features include land and sea surface observations such as temperature, visibility, wind direction, wind speed and National Weather Service storm warnings. Storm Hawk also incorporates a powerful zoom capability of one mile to 250 miles, has a radar download time of less than one minute and weighs under two pounds fully equipped.

By using precision mapping that includes street names, Storm Hawk offers real-time information while users are in motion. Maps rotate accordingly so the top of the display corresponds to the direction of travel. Special features will be available for marine use including marine charts for the U.S. and surrounding coastal waters, and reports on wave height, buoy observations, high surf advisories and tide data tables.

A future version of Storm Hawk will offer predicted radar that includes the location of storms ten to 30 minutes into the future and will provide the location and prediction of cloud-to-ground lightning with up to 97 percent accuracy, a WeatherData exclusive service.

A full wireless Storm Hawk package is available for \$1,595 while the satellite phone package costs \$1,850. Users also need to subscribe to monthly cellular or satellite phone service as well as a \$9.95 monthly Storm Hawk weather subscription. Storm Hawk can be purchased online at www.Storm-Hawk.com or by calling 800-999-2075.

Visit our booth number 20463 at CES International in Las Vegas, January 8-11. A formal product demonstration is scheduled for Friday, January 9, at CES from 11:00 a.m. – 12:00 p.m. in room S225. As an Innovations Honoree, our product will also be displayed in the Innovation Showcase Booth (number 70311) throughout the show.

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About CES Innovations 2004 Design & Engineering Awards

The CES Innovations 2004 Design & Engineering Awards, sponsored by the Consumer Electronics Association (producers of CES International) and endorsed by the Industrial Designers Society of America (IDSA), is the most widely renowned consumer technology awards program. The awards recognize the best designed and engineered products in the categories of accessibility, accessories, audio, computer hardware, digital imaging, electronic gaming, home appliances, home data networking, integrated home systems, mobile electronics, mobile office, office equipment, online/Internet, personal electronics, retail resource, satellite systems, software/ embedded technology, telephones, video and wireless communications. Entries were judged by a panel of prominent industry experts and awards are based on a product's value to user, aesthetics, contributions to the quality of life as well as the product's innovative qualities.

About WeatherData, Inc.

WeatherData, founded in 1981, is a commercial weather company that provides weather risk management consulting and storm intelligence products and services to fortune 500 companies, government agencies and transportation companies. WeatherData is headquartered in Wichita, Kansas. For more information, visit www.weatherdata.com.

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