

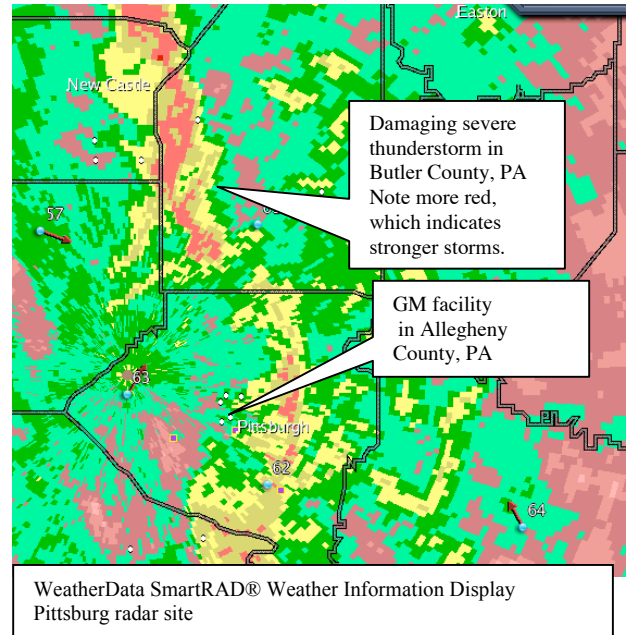


**IT'S WHAT DIDN'T HAPPEN THAT COUNTS**

**The Story**

On October 14, 2003 severe thunderstorms hit Butler County, just north of Pittsburgh, PA. WeatherData SkyGuard® client General Motors, in Allegheny County, was out of harm's way, as WeatherData predicted.

- 4:58 pm (EDT): National Weather Service (NWS) issues a severe thunderstorm warning for Allegheny County, including the GM facility, valid until 6 pm (a duration of 62 minutes).
- WeatherData meteorologists apply proprietary "Storm Intelligence" techniques and determine the **severe thunderstorms will not affect our client**, and do NOT issue site specific storm warnings.
- 5:13 pm: NWS issues a severe thunderstorm warning for Butler County, to the north.
- Severe thunderstorm winds cause structural damage in Butler County, but not Allegheny County.



**Results**

- WeatherData client GM **did not have to shut down unnecessarily** for broad NWS warnings that covered two counties, **saving money** and maintaining productivity for the bottom line. Cost **savings is over \$5,000** per minute for some facilities, and the NWS warning lasted 62 minutes this time. The county our client is in was not affected; only the county to the north was.
- WeatherData was both **accurate** in forecasting that there was not a severe weather threat for GM and **precise** in forecasting the path of the storm.
- With WeatherData, clients can make the **right decisions** at the **right time** to enhance safety and minimize weather related business disruptions.

**The SkyGuard® Promise**

We will provide our clients with **timely, site-specific warnings** based on their **unique business operational needs**. We are available to consult with our clients 24/7/365. Our **Storm Intelligence Center**, comprised of the nation's top meteorologists, has **more than 123 years of combined experience** with severe weather. We are the leader in weather risk management because we believe in **blending human skill** and **state-of-the-art technology**. Our team uses proven scientific methods and techniques, strengthened by:

- Commitment to **understand business operations of our clients**.
- **22 years of saving lives** and tens of millions of dollars for our clients.

**Put our Expertise to Work for You.** Don Coash, Senior Sales Consultant, [dcoash@weatherdata.com](mailto:dcoash@weatherdata.com)

**We're the Best Because You Need Us to Be.**

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

Your employees' safety.

Your bottom line.

Your commitment to your customers.

**Just ask some of our clients.**

DaimlerChrysler  
General Motors

Burlington Northern  
Santa Fe

Boeing

Toyota