

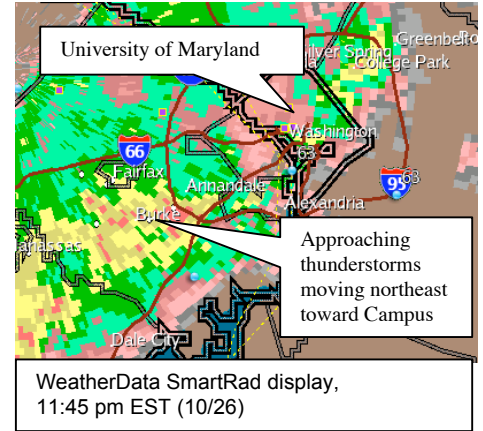


WEATHERDATA FORECASTS LIGHTNING BEFORE IT DEVELOPS

The Story

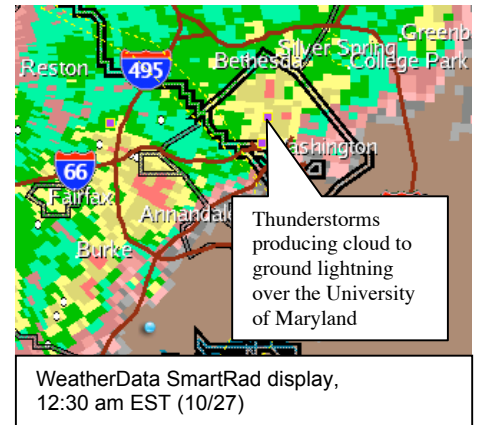
On October 27, 2003 thunderstorms approaching the University of Maryland around midnight local time brought cloud to ground lightning to Campus. Fortunately University of Maryland is a WeatherData SkyGuard® client and was protected by a customized site-specific lightning warning.

- 11:45 pm EST (10/26): WeatherData issues a site-specific warning for cloud to ground lightning for the University of Maryland due to approaching thunderstorms. The warning is valid 12:05 am to 1:05 am EST (10/27).
- 12:06 am (10/27): First cloud to ground lightning bolt is detected by the National Lightning Detection Network within the customized 5 mile safety radius around the University of Maryland.
- 1:00 am: Last cloud to ground lightning detected within the 5 mile radius, validating the WeatherData warning time from 12:05 am through 1:05 am.



Results

- University of Maryland had **21 minutes of lead time** from the time they received the WeatherData warning until the time lightning struck.
- University officials could take necessary precautions to **protect lives and property** from the lightning. Such precautions may include bringing people indoors, preparing electrical equipment or switching to generators.
- WeatherData was both **accurate** in forecasting lightning development, and **precise** in forecasting the location and time of the lightning.
- WeatherData meteorologists have the **experience** and **talent** to protect clients with accurate warnings and comfortable lead times.



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

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