



True Stories. Real Results.

WeatherData Gives Impact Information Early for Hurricane Isabel



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

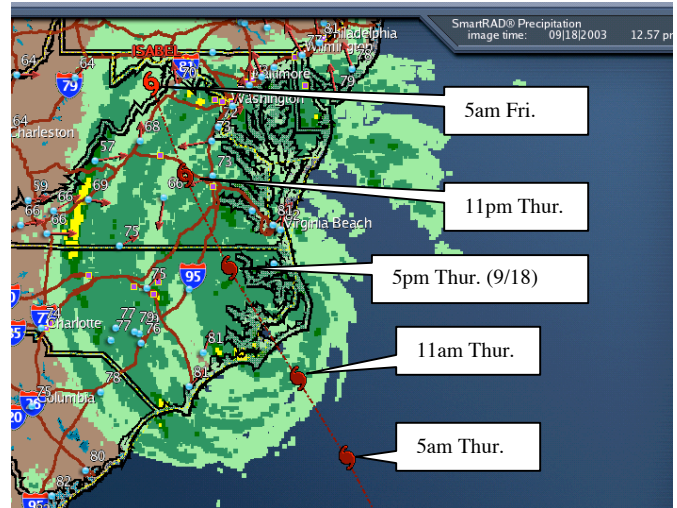
We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

- Your employees' safety.
- Your bottom line.
- Your commitment to your customers.

"The timeliness and content of the WeatherData forecasts helped us make decisions and understand what the storm would do."
Major Jay Gruber
University of Maryland Police

"The information from WeatherData gave us a chance to prepare proactively and adjust schedules."
Frank Walters
Athletic Director
Washington, DC Public Schools

On Thursday, September 18, 2003, Hurricane Isabel devastated parts of coastal North Carolina and Virginia. It moved inland and disrupted lives throughout the Middle Atlantic Region. At one point, more than five million people were without power. More than two days before the onset of the storm, WeatherData delivered its exclusive Storm Intelligence Forecast to our clients in North Carolina, Virginia, Maryland and the District of Columbia. Our Storm Intelligence Forecasts don't just forecast the weather, they forecast the *impacts* of the storm with a high degree of accuracy. Our clients can then make the business decisions required to minimize the effects of the storm on their operations



WeatherData SmartRAD® Weather Information Display
Hurricane Isabel at Landfall Along With Its Eventual Track:
Solid red is hurricane strength. Open is tropical storm strength.

Some highlights:

At 10am Tuesday, WeatherData predicts: "There will likely be widespread power outages. Because of the large geographic area affected, it may take days to more than a week for power to be restored."

"Major structural damage is not expected...windows could be broken, shingles taken off roofs, signs damaged and loose objects tossed about."

Nuisance flooding is likely, but major flooding is not expected.

"There is no meteorological reason for flight cancellations prior to 5pm Thursday."

"Peak wind gusts of 60-70 mph."

These forecasts turned out to be remarkably correct.

How did our clients react? To use one example, Washington, D.C. Public Schools moved up Middle School football games to Wednesday from Thursday so they could be safely played prior to the storm. School was called off for Thursday, in plenty of time for parents to adjust their schedules.

What do our clients say about WeatherData's Storm Intelligence during Isabel? They speak out to the left.

Think of what a difference timely site- and business-specific Weather Risk Management and Storm Intelligence can make in your business.

Put our Expertise to Work for You. Don Coash, Senior Sales Consultant, dcoash@weatherdata.com