



Customized, Industry-Specific Tornado Warning Aids Railroad Client

A Few of Our Clients:

Banking and Call/Data Centers:

- Experian
- Fidelity National Financial
- PricewaterhouseCoopers

Manufacturing Industry:

- Abbott Laboratories
- Boeing
- Chrysler
- International Truck & Engine®
- Wyeth Pharmaceuticals

Schools & Athletics:

- Florida State University
- University of Texas
- Vanderbilt University

Transportation Industry:

- BNSF Railway
- Canadian National Rail
- Kansas City Southern Railway

Act Now

A recent study from MIT calls tornadoes and similar hazards "low probability/ high impact" events.

We can't stop the hazards. But, with our proactive risk mitigation, we can help you change the impact from "high" to "lower" – or even zero.

Be proactive in identifying and preventing potential problems!

Call or email WeatherData today - Your business could depend upon it.

THE STORY

February 5, 2008 | Memphis, TN

On February 5, 2008 the deadliest outbreak of tornadoes in over twenty years struck in Arkansas, Tennessee, Mississippi, and Alabama. Throughout this critical weather situation WeatherData Services, Inc. provided extraordinary, pinpoint-accurate forecasts for numerous business clients.

- **5:04 PM CST** - WeatherData issued a customized warning written in specific operational language for the railroad company. The following warnings were received by a WeatherData railroad client in Memphis, TN:

Warning Start Time: 5:30 PM CST

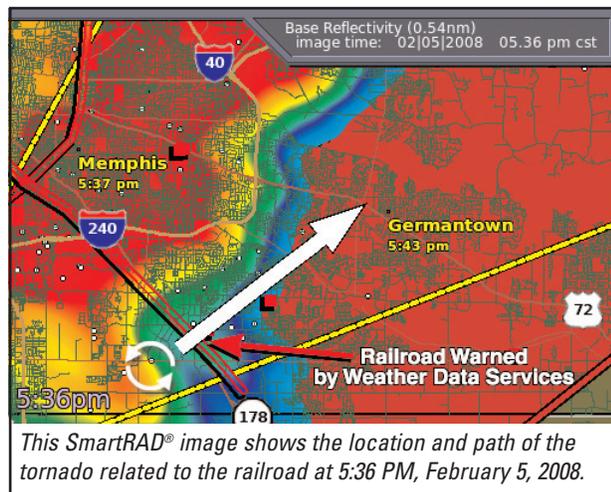
Warning Expire Time: 6:00 PM CST

Subdivisions: Birmin, Thyso

Locations: South TY (MP 497.9), TN to South Beard (MP501.1), MS Thayer South Subdiv MP 478 to S Shelby, TN

Conditions: Tornado

A severe storm capable of producing a tornado is located 30 miles southwest of Memphis, TN. Movement is to the northeast at 55 mph. Be alert to debris covering track.



- **5:36 PM CST** - The tornado swept across an intermodal facility and across the railroad's main line, causing minor damage – but no injuries.

WeatherData provided 32 minutes advance warning using geographic references specific to the railroad, and most meaningful to its operating personnel. Those precious minutes of warning time are often critical when dealing with sprawling outdoor facilities like rail yards, airports, and shipping terminals.

Why is this important to you?

With tornadoes in your vicinity, there is not time to study maps and sort out confusing warnings. You need to take the right action now to save lives and protect property.

That is why industrial, transportation, retail and hospitality facilities across the country rely on SkyGuard® from WeatherData, an AccuWeather company, for warnings that are the **most specific** and **most actionable** during severe weather.