



WeatherData's Advance Warning Allows Manufacturing Client to Prepare for Tornado

THE STORY

February 5, 2008 | Mississippi

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.

- **5:37 PM CST** - WeatherData issued the following site-specific warning for our manufacturing client in Oxford, MS.

Warning Start Time: 5:50 PM CST

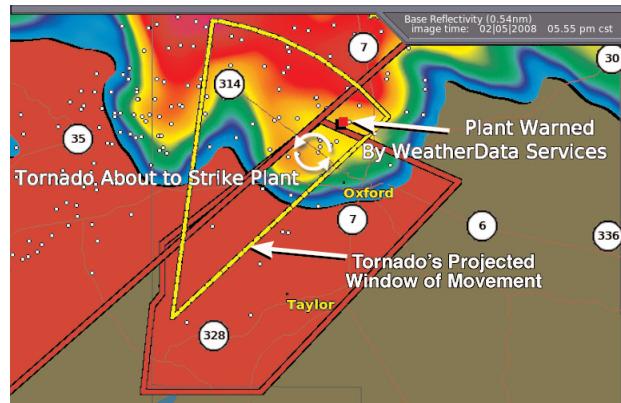
Warning Expire Time: 6:15 PM CST

Location: Oxford, MS

Conditions: Tornado

A severe storm capable of producing a tornado is located 18 miles southwest of the facility. Movement is to the northeast at 55 mph.

This tornado will pass within 5 miles of the facility.



This SmartRAD® image shows the location of the tornado in relation to the facility at 5:55 PM, February 5, 2008.

- **5:59 PM CST** - The plant was struck by a tornado and sustained heavy damage, but no injuries occurred.

Based on the site-specific warning WeatherData provided our manufacturing client, they had time to make necessary decisions and take appropriate actions to ensure the safety of their employees and equipment.

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.

However, once the disaster occurs, it is too late to prepare.

Be proactive in identifying and preventing potential problems!

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

A Few of Our Clients:

Banking and Call/Data Centers:

Experian
Fidelity National Financial
PricewaterhouseCoopers

Insurance:

Liberty Mutual
Blue Cross / Blue Shield

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.

For More Information, Please Call:

316.265.9127

WeatherData Services, Inc. | 245 North Waco St., Suite 310
An AccuWeather Company™

www.weatherdata.com | sales@weatherdata.com