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DemandTec Selects Weather Trends International for Weather Forecasting and Insights

Leading Provider of Predictive Weather Data to Support Business Decisions Across the DemandTec TradePoint Network

SAN CARLOS, Calif., March 30 /PRNewswire-FirstCall/ -- DemandTec, Inc. ([NASDAQ:DMAN](#)), a leading provider of on-demand optimization solutions for retailers and consumer products manufacturers, has selected Weather Trends International (WTI) to provide year-ahead weather insights and forecasts for users on the DemandTec TradePoint Network(TM) and for use in the underlying DemandTec modeling platform.

DemandTec's next generation of merchandising and marketing optimization provides retailers and manufacturers with valuable consumer insights at the point of decision. Given the weather's potential impact on shopping and purchasing behavior, DemandTec customers will now benefit from accessing relevant climate insights and more accurate forecasts as they are making pricing, promotion, assortment, and marketing decisions.

"One degree year-over-year change in temperatures can result in significant changes in consumer product demand for retailers and their suppliers," said Bill Kirk, chief executive officer of Weather Trends International. "We are able to project this volatility up to a year-ahead into the future and at forecast accuracy levels exceeding 80 percent."

Incorporating WTI's weather guidance into the DemandTec modeling platform and software solutions will enable customers to understand and shape demand while factoring in the weather's influence down to the zip code or store level. DemandTec customers will be able to develop comprehensive plans to achieve sales, volume and profit objectives while automatically incorporating the effects of temperature and precipitation on their business.

"Weather Trends International offers valuable context for our customers as they plan critical merchandising and sales strategies. WTI's weather guidance on the DemandTec TradePoint Network(TM) and embedded in our models will provide both our retailer and manufacturer customers with more accurate volume forecasts and access to related weather data when they need it most," said Marc Dietz, vice president of marketing at DemandTec.

DemandTec chose Weather Trends International because retailers and consumer products manufacturers, including Walmart, Kohl's, Anheuser-Busch, Reckitt Benckiser, SC Johnson and many others already use WTI's business weather tools and have proven their ability to mitigate the risk of volatile climate changes on their businesses.

"WTI insights and forecasts are available in 20,000 locations worldwide, bringing value to DemandTec's global customer base, not just those based in the U.S.," added Kirk.

About Weather Trends International

WTI is the global leader of actionable year-ahead business weather guidance for retailers, manufacturers, pharmaceutical companies, agricultural firms and financial analysts whose business performance is impacted by everyday volatility of the weather. Clients include some of the world's most respected and successful companies like Wal-Mart, ASDA, Target, Kohl's, Sherwin Williams, Anheuser-Busch, Johnson & Johnson, 3M, JP Morgan and Bloomberg. Its business centric weather solutions and understanding of how consumers and equities respond to the weather is used throughout organizations to help "manage the weather risk". WTI's unique statistical forecasting methodology projects temperature, precipitation and snowfall trends by day and week a year-ahead for 20,000 locations in over a 129 countries with an industry leading 80%+ accuracy. For more information, please visit www.wxtrends.com or www.myskeye.com.

About DemandTec, Inc.

DemandTec (NASDAQ:DMAN) enables retailers and consumer products companies to optimize merchandising and marketing decisions, individually or collaboratively, to achieve their sales volume, revenue, and profitability objectives. DemandTec software services utilize DemandTec's science-based software platform to model and understand consumer behavior. DemandTec customers include more than 165 leading retail and consumer products manufacturers such as Advance Auto Parts, Best Buy, Circle K Stores, ConAgra Foods, Delhaize America, Dr Pepper Snapple Group, General Mills, Giant-Carlisle, H-E-B Grocery Co., Hormel Foods, Monoprix, Safeway and Sara Lee. Connected via the DemandTec TradePoint Network(TM), DemandTec customers have collaborated online on more than 2 million trade deals. For more information, please visit www.demandtec.com.

DemandTec Safe Harbor

This press release contains forward-looking statements regarding DemandTec's expectations, hopes, plans, intentions or strategies, including statements about the effectiveness of DemandTec's solutions and its partner offerings. These forward-looking statements involve risks and uncertainties, as well as assumptions that, if they do not fully materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The risks and uncertainties include those described in DemandTec's documents filed with or furnished to the Securities and Exchange Commission. All forward-looking statements in this press release are based on information available to DemandTec as of the date hereof, and DemandTec assumes no obligation to update these forward-looking statements.

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