



GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

Issued: February 10, 2009

11:00am EST

## Natural Gas and Weather: Employing Weather Guidance to Better Prepare for the Future Price Change

New York, NY (February 10, 2009) - - [Weather Trends International](#), the global leader in year-ahead business weather guidance for retail, manufacturing, agriculture, energy and the financial sectors released a recent study on the use of long range forecast modeling and the estimation of natural gas storage, demand, and pricing.

### [DOWNLOAD WHITEPAPER](#)



[Taylor Blaisdell](#), Director of Financial Weather Instruments at WTI presents a comprehensive white paper addressing how future changes in climate can be forecasted, to better estimate EIA (Energy Information Administration) natural gas monthly storage, and overall U.S. consumption.

WTI sought out to prove that proactive weather intelligence leads to better decision making and ultimately better



### Media Contacts

**Bill Kirk**

[bkirk@wxtrends.com](mailto:bkirk@wxtrends.com)

CEO & Co-founder

(O) 610-807-3585 (C) 484-903-6887

**Michael Ferrari, PhD**

[mferrari@wxtrends.com](mailto:mferrari@wxtrends.com)

VP Applied Research & Commodities

(O) 610-807-3582 (C) 484-542-0111

**Taylor Blaisdell**

[tblaisdell@wxtrends.com](mailto:tblaisdell@wxtrends.com)

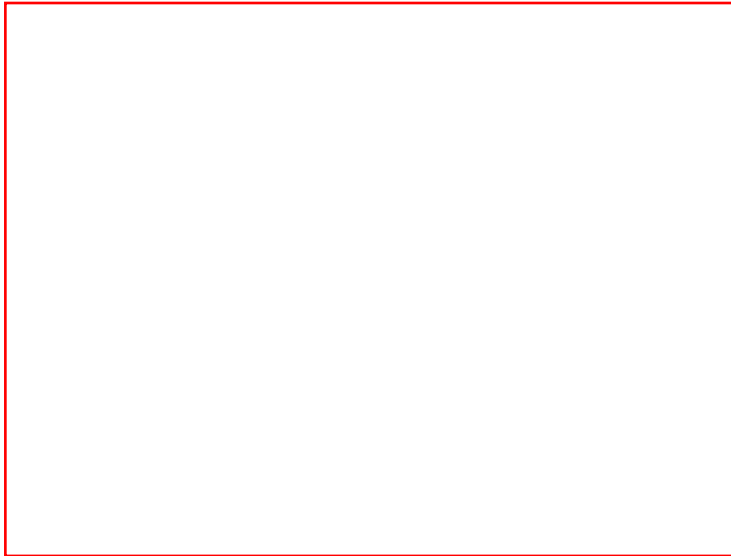
Director of Financial Weather Instruments

(O) 212-388-1640 (C) 732-647-6057

profitability. This model accurately predicts directional storage changes – and ultimately monthly storage estimates using the actual observed “WTI Winter Index.”

About Weather Trends International, Inc.

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, Levi's, Pizza Hut, JP Morgan, Fidelity and Citigroup. 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*”. Utilizing technology first developed in the early 1990s, Weather Trends International's unique statistical math based trade secret formula forecasting methodology projects temperature, precipitation and snowfall trends by day and week a year-ahead for 4,000 cities in 129 countries with an industry leading 80%+ accuracy. Offices in New York, NY; Bethlehem PA and Bentonville, AR.



## More Reports



**US Weekly**  
Current Issue



**US Historical Report**  
Previous Month



**UK Historical Report**  
Previous Month



**UK Weekly**  
Last week



**G20 Historical Report**



**WORLD GRAINS**



**WORLD SUGAR**



**US ENERGY**



**EU ENERGY**



**US HDD/CDD Forecast**

## RESOURCES



**WeatherProfit Tool**

Online tool for year-ahead forecasts



**Weather Trends Website**

[www.wxtrends.com](http://www.wxtrends.com)



**Commodity Blog**

Discussion for commodity traders



**Trendsetter Blog**  
Impact of weather on retail sales



**AUDIO/VIDEO Playlist**  
Business Weather Network

Copyright 2009 Weather Trends International  
1495 Valley Center Parkway | Suite 300 | Bethlehem, PA 18017



Copyright 2008

*These reports are proprietary and confidential for WRMA 's use only  
and may not be redistributed without prior written consent from WTI.*

For more information visit -- [Weather Trends International](#) (corporate website)  
or  
[Weather Profit.com](#) (year-ahead forecasting tools)

---