



**FOR IMMEDIATE RELEASE**

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## **MDA EarthSat Introduces New Hourly Forecasting System**

GAITHERSBURG, MD—(July 19, 2011) MDA EarthSat is now providing hourly weather forecasts through their newly revamped hourly interface system. This service provides an ideal reference tool for individuals in pipeline monitoring, gas and electric utilities, energy trading hourly desks, and load monitoring. Within the system, brand-new methodology utilizes ten forms of model guidance to create a “first pass” forecast, which is then carefully analyzed and adjusted by EarthSat Weather’s experienced team of meteorologists. There are approximately 500 locations currently available for the United States and Canada. However, any additional location within the United States and Canada as well as other international areas can be added as needed. Along with the forecasts, clients can expand upon their service and request daily conference call briefings. At this time, upcoming weather extremes and risks including frontal passage timing, odd hour peaks, and thunderstorm activity, can be discussed.

In comparison to other hourly forecasts available on the market, two independent vendors have declared MDA EarthSat’s forecast the most accurate in the day-ahead time frame. The mean average error beats both RAW model guidance and statistically tuned guidance as well as the National Weather Service forecasts for nearly 100% of the stations.

“This is a very exciting time for our forecasting technologies and our industry. The science of meteorology and weather forecasting is continually progressing and the investment we have made at EarthSat to deliver the very best in forecast services is a true testament of our dedication to this industry and to our clients. While there will always be at least some amount of uncertainty in weather forecasting, this new technology we have developed is continuously learning and has achieved skill scores that are unparalleled in the near-term period, to the day ahead, and even to the extended periods. We are very proud and excited with this new technology and our current clients have already begun sharing in the excitement and benefits”, said Travis Hartman, Energy Weather Manager and Meteorologist

About MDA EarthSat Weather:

EarthSat Weather (<http://www.mdainformationsystems.com>) is the leading consulting group for weather risk and commodity weather products and services in the world. EarthSat Weather maintains a short-, medium-, and long-range forecast service; provides special reports on key market-moving concerns; and maintains high levels of communication, including 24/7/365 consultation with its worldwide client base. Our key clients include analysts and traders in weather risk, energy, and agricultural markets. MDA EarthSat Weather is a business area within MDA Information Systems, Inc., a provider of essential geospatial data and analysis for decision making.

For more information, please contact:

Chris Hyde  
MDA EarthSat Weather  
Director, Weather Marketing  
MDA Information Systems, Inc.  
240-833-8322  
[christopher.hyde@mdaus.com](mailto:christopher.hyde@mdaus.com)