

WEATHER TRENDS INTERNATIONAL WINS MOST INNOVATIVE COMPANY OF THE YEAR STEVIE AWARD IN THE 7TH ANNUAL AMERICAN BUSINESS AWARDS

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Weather Trends International won a Stevie Award for Most Innovative Company of the Year in The 2009 American Business Awards last night. The awards were presented during ceremonies at the Marriott Marquis Hotel in New York City hosted by Cheryl Casone of Fox Business Network and broadcast nationwide on radio by the Business TalkRadio Network.

More than 200 executives across the country participated in the judging process to determine the Finalists and Stevie Award Winners from more than 2,600 entries. Stevie Awards were presented in over 40 categories including Best Overall Company of the Year, Corporate Social Responsibility Program of the Year, and Most Innovative Company of the Year among other individual awards.

In accepting the Stevie for Weather Trends International, Bill Kirk CEO said, "It's a true honor to win such a prestigious award which validates the contagious passion our employees have for our collective success in support of our very loyal customers. Year-ahead business-weather forecasting across the globe is no easy task and to be singled out from the 366 weather companies in the U.S. is a testament to just how special our technology is," added Kirk.

This is the second technology/business award presented to Weather Trends International in 2009. Details about The American Business Awards and the list of Finalists and Stevie Award Winners are available at www.stevieawards.com/aba.

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About Weather Trends International: The global leader of actionable year-ahead business weather guidance for retailers, manufacturers, pharmaceutical companies, agricultural firms, financial analysts and the movie industry. Clients include some of the world's most respected and successful companies like Wal-Mart, ASDA, Target, Kohl's, Calypso, Reckitt Benckiser, Town Shoes, Sherwin-Williams, AutoZone, Anheuser-Busch, Johnson & Johnson, 3M, SC Johnson, JP Morgan, Agway, Hershey's and over a hundred others. Its business centric weather solutions and understanding of how consumers 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 20,000 locations across the globe with an industry leading 80%+ accuracy. WTI is a 2009 winner of the Red Herring North America technology award and 2009 winner of the American Business Award for Most Innovative Company of the Year. Offices in New York, NY, Bethlehem, PA, and Bentonville, AR. Visit <http://www.wxtrends.com/> or <http://www.myskeye.com/> for more information.

About The Stevie Awards: Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at <http://www.stevieawards.com/>.