

Weather Trends Partners with Location Managers Guild of America

MEDIA CONTACTS:

Bill Kirk, CEO Weather Trends Intl.
(O) 610-807-3585 (C) 484-903-6887
bkirk@wxtrends.com

Lori Balton, 1st Vice President LMGA
(O) 310-967-2007
press@locationmanagers.org

BETHLEHEM, Pennsylvania (18 February 2009) – Weather Trends International (WTI) is proud to announce our partnership with the Location Managers Guild of America (LMGA). *“We are excited about the opportunity to work with the LMGA to assist location scouts and the film industry in better anticipating the likely weather conditions, a year-ahead, all over the world. Utilizing our proven long range forecasting technology and web portal www.MYskeye.com will certainly make planning easier for scouts, producers and actors resulting in significant cost savings by getting the right weather in the right location at the right time,”* said Bill Kirk, CEO of Weather Trends Intl.

WTI has an 8-year proven track record of highly accurate year-ahead business weather forecasts spanning 129 countries with clients such as Wal-Mart, Kohl’s, Target, Johnson & Johnson, Anheuser-Busch, Bloomberg, Pizza Hut, The State Theatre and 100 other Fortune 1000 clients. *“Similar to our large retail and manufacturing clients, the movie industry also needs to make long lead decisions to limit the risk of delays and cost overruns due to unexpected weather.”* added Kirk.

Location scout Lori Balton's career spans three decades, with hits such as Armageddon, Hancock, Heat, Pearl Harbor, Seabiscuit, and dozens more. *“When a Lehigh University MBA student doing her marketing thesis on Weather Trends International found me through the LMGA website, it was great to talk about using long-range weather forecasting technology. On Mike Nichol’s film ‘Charlie Wilson’s War’ I had to replace a location shoot after a freak snowstorm forced us out of Morocco. I only wish we had access to Weather Trend’s year-ahead weather forecasting portal www.MYskeye.com BEFORE the Morocco site was chosen! Getting the weather wrong can be very expensive, so we are eager to bring WTI’s proven technology to the industry to get the weather right more often.”* said Lori Balton, 1st Vice President of the LMGA. *“This type of long range weather planning is critical to our goal of providing the best settings to enhance the story and character development whether it be a simple commercial, music video, television show or a blockbuster film.”* added Lori.

www.MYskeye.com Version 3.0 which launched this week includes a new global mapping tool to quickly identify areas with heavy snow/rain, high winds, excessive hot or cold temperatures, high UV indices and more for 16 regions and thousands of locations across the globe.

About Weather Trends International: The global leader of actionable year-ahead business weather guidance for retailers, manufacturers, pharmaceutical companies, agricultural firms, financial analysts and now the movie industry! 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, Pizza Hut, JP Morgan, Fidelity, The State Theatre and 100 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 4,000 cities in 129 countries with an industry leading 80%+ accuracy. Offices in New York, NY, Bethlehem, PA and Bentonville, AR.

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