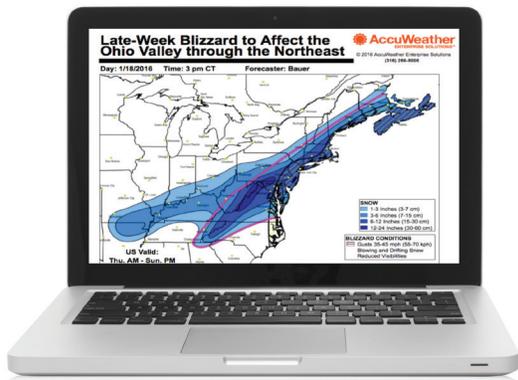




AccuWeather First to Predict Historic January 2016 Blizzard 5 Days in Advance

What if you could make decisions with more accurate, timely and solid weather information that your competitors do not have? Would that be a competitive advantage? You can use weather to your competitive advantage with AccuWeather Enterprise Solutions.

Below is our Storm Potential Notice calling for a blizzard five days before the snow began falling during the record setting storm that crippled the Mid-Atlantic January 22-24.



Our customers tell the rest of the story about our services before and during the storm:

"We gave the stores a head start with the long-term severe forecast and the 5-day precipitation forecast starting on Monday. We got the jump on

our competition by 2 days. One of our best storm responses ever, as stores had massive amounts of product BEFORE the crush of customers. Everything worked perfectly." — Operations Manager of a national home improvement retailer

"Our team certainly takes full advantage of AccuWeather's meteorologists when these events are tracking our way. Appreciate the work that goes on behind the scenes by your team." — Manager of an international transportation and logistics company

"The Storm Potential Notices were awesome. Our teams really rely on these and it really helped to get product into the stores before the storm!" — Operations Manager of a regional grocer

"It was perfect. Thanks!" — Manager of a multinational consumer goods company

You wouldn't consider doing business without the best legal, security and marketing services available. Modern weather science as practiced by AccuWeather is as valuable for protecting people, property and profits as these more traditional tools.

Call AccuWeather Enterprise Solutions today to be prepared the next time an historic storm threatens your locations.



Contact us today at: 814.235.8600 or salesmail@accuweather.com.
Visit us at: AccuWeather.com/EnterpriseSolutions.

