



FOR IMMEDIATE RELEASE

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WeatheRate Announces Certified TV Stations

Phoenix, AZ (April 13, 2004) – Forecast verification experts WeatheRate certified the following TV stations as the most accurate in their markets for the period September 1, 2003 through February 29, 2004:

WeatheRated City	Certified TV Station	Network
Cleveland, OH	WKYC	NBC
Greenville, SC	WHNS	FOX
Indianapolis, IN	WXIN	FOX
Kansas City, MO	KSHB	NBC
Nashville, TN	WTVF	CBS
Phoenix, AZ	KPHO	CBS
St. Louis, MO	KSDK	NBC

About WeatheRate

The Arizona-based company crowns local meteorologists across the country as the most accurate in their TV markets by comparing forecasts with actual conditions. WeatheRate verifies high and low temperatures, sky cover, precipitation, snow accumulation, wind and fog. Accuracy in forecasting severe weather and timing of precipitation also comes into play.

Using a business model similar to J.D. Power and Associates, WeatheRate conducts independent research at their own expense. At the end of each WeatheRating period, the company offers its seal of approval only to the most accurate station in each television market.

For more information about WeatheRate at weatherate.com or call (602) 909-8429.

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