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### **WeatheRate Heats Up Ratings in Chicago and Milwaukee**

**Phoenix, AZ (January 23, 2006)** – Forecast verification experts WeatheRate electrified ratings at CBS Broadcasting's WBBM-TV in Chicago and Journal Broadcasting's WTMJ-TV in Milwaukee.

At WBBM, ratings for their late news grew 13% from November 2004 through November 2005, making it the fastest growing news in the market. Powerhouse WTMJ solidified their lead with a 7.1% gain during the same period.

According to WeatheRate President Bruce Fixman, "Our customers often achieve significant gains. Weather is extremely important to viewers – at times affecting their personal safety, and they want to watch the most accurate forecaster in town."

Mr. Fixman added, "While the WBBM and WTMJ numbers are impressive, WeatheRate clients WCPO Cincinnati and WPMT Harrisburg know firsthand the power of being named most accurate by an independent research organization. For the period May 2004 through May 2005, both stations achieved gains in excess of 20% after branding themselves most accurate according to WeatheRate."

#### **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](http://weatherate.com) or call (602) 909-8429.

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