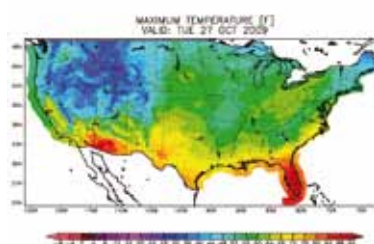


Pushing weather solutions into energy markets

A lot of people are not eager to step out their front doors without first knowing about the weather. They watch it on their televisions; listen to it on their radios, watch forecasts on their computers and receive updates on their smart phones. It has become something of a modern day obsession. No wonder then that industry professionals consider their businesses to be fairly recession proof. One such professional, Geoff Flint, president and CEO of CustomWeather says that “people need weather no matter what the economic situation is.”

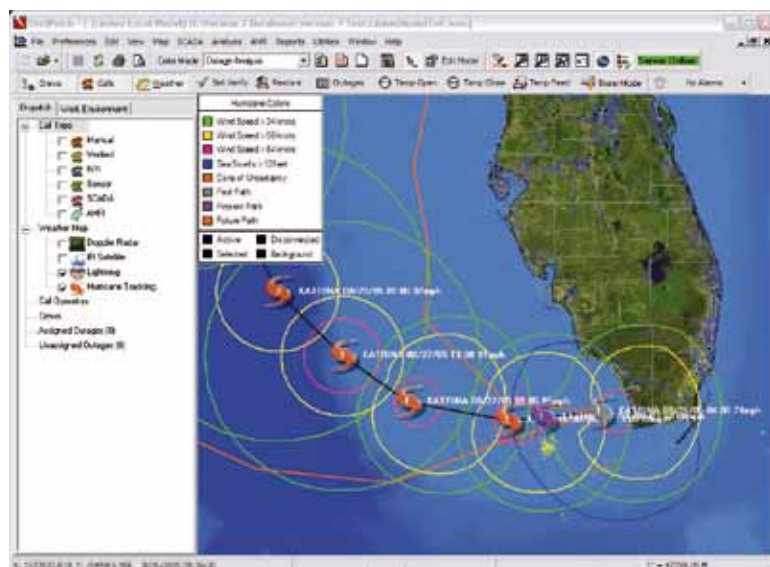
Flint has a Masters in Atmospheric Science and claims to have always had a passion for the weather. In 2000 when he established CustomWeather the company initially focused on syndicating out weather content and allowing their clients to brand the weather content as their own. “We took a multi-national view,” he says. “We put the emphasis on being a global weather solution provider and became the weather behind a lot of major corporations such as Reuters. Now we provide weather content in multiple languages, and we try to stay on top of the latest technology with all the different ways to deliver weather content. Over the years our map data has been popular, especially in the GIS environment. We were also the first weather company to offer web services.” Today the company has clients in around

100 different countries and they cover every major city around the world. Europe accounts for one third of CustomWeather’s clients. The company has recently opened an office in London to run European sales and to push into the European energy markets. “We had success in the US,” says Flint “and we wanted to take that model to Europe. Energy companies are heavily impacted by the weather and really need a lot of customised solutions for their internal operations. Alternative energy such as wind and solar power is a big market. Both energy types are dependent on the weather, traditionally and also on the supply side. We work with our clients to provide them with customised weather solutions based on their needs. If they have certain asset locations we will specifically have a forecast for those



locations. We also offer mapping and provide analytic data in specific formats for specific data feeds.”

CustomWeather offers products across a range of industries, from consumer-type products such as ski reports, to marine forecasting for the shipping industry or to off-shore oil rigs. They also service the recreation and travel industry. According to Flint new technology offers new ways to use the weather. “A lot of automobiles are coming out equipped with weather sensors and information that has been built into the cars themselves,” he says. “There are always new opportunities for us. In terms of challenges the weather market is very competitive. In most countries we go up against the government weather agencies. And we are always developing new technology to stay ahead of the competition.”



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