



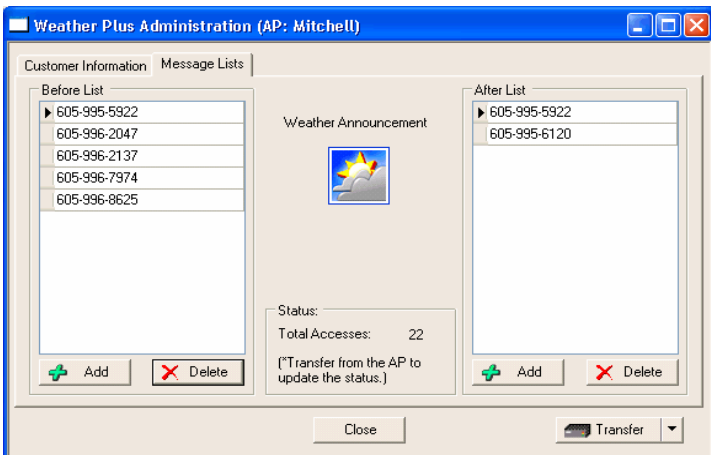
Generate Revenue...Build an Image.

Weather PLUS allows service providers to offer real-time weather information to subscribers...to help build your image. Weather PLUS also makes it simple to include customized announcements before and after the weather information...helping you generate revenue. You can either sell the announcements or use them to promote your services.

By calling an administration number and entering a PIN, it is easy to record an announcement as often as desired.

Promote Your Company's Services

With Weather PLUS you can rotate promotional or informational announcements before and after the weather information. You meter the number of times a single announcement is played. For example, in the screen shown here, there are five announcements that rotate before the weather announcement and two that rotate after the weather announcement. One of those announcements rotates to play both before and after the weather announcement.



Suggested Business Sales Opportunities

The metered announcement feature makes it easy to sell Weather Plus to multiple businesses or to sell an exclusive sponsorship of the service to one company. Car dealers promoting a 'deal of the week' would be

good candidates for this type of sponsorship. Medical or Educational institutions would also be likely prospects to target for Weather Plus advertising.

Pricing To Make A Business Case

The table below is a simple cost calculation as an example of what you might share with a prospective advertiser. Weather Plus can actually tabulate the number of callers who have heard the announcement - a distinct advantage over electronic and print advertising.

| | |
|----------------------------------|------------------------------|
| Unique Calls Per Month: | 4,000 |
| 12 Month Call Total: | 48,000 |
| Annual Sponsorship: | \$10,000 |
| Divided By 48,000 calls = | just 20.8 Cents / Ad! |

Ways Of Promoting the Number

The weather number should be listed in all area phone directories. Include it on all printed materials including channel guides, monthly bills, envelopes, radio, tv, and newspaper ads as well as any opportunities on your cable television channels. Promotion of the number is critical in getting buy in from your sponsors. The sponsor should also be advised to promote the number in all of their materials.

Weather Equipment Needed

Weather PLUS supports the Davis Weather Monitor II, Davis Vantage Pro 2 and Davis Vantage Pro 2 PLUS equipment. It can provide the following weather information statistics:

- Temperature*
- Relative Humidity*
- Wind Chill
- Dewpoint
- UV Index**
- Daily Precipitation*
- Wind Direction*, Speed*, & Gust
- Barometric Pressure & Trend
- Heat Index**

* Default Announcements
** Requires Davis Vantage Pro 2 PLUS equipment.
Weather PLUS requires AP Software Release 5.1.

