

## Get In Front Of Weather-Driven Energy Market Moves

WeatherBELL Analytics 'energy forecasts' provide energy companies, hedge funds, and related businesses with some of the most insightful near-term and long-term weather forecasting in the industry. We know how challenging maneuvering the futures and physical markets can be. We are here to help you make more informed and confident decisions.

*Allow Us To Prove Why We Are  
Clearly Ahead of the Rest*

We know there's stiff competition in the weather forecasting industry; but if you'll simply put WeatherBELL Analytics to the test, you will soon see why our track record of forecasting accuracy is second-to-none and why we truly are known as the best in the business!

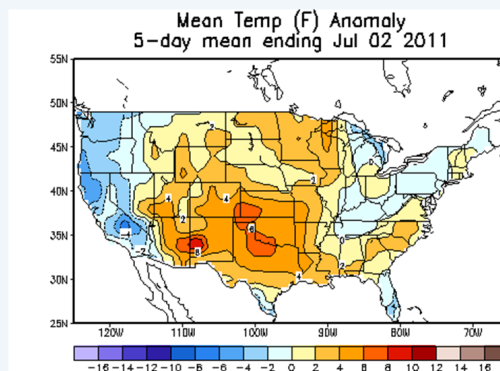
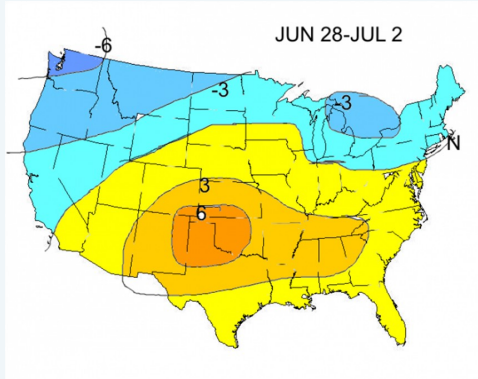
*Forecast below is from June 13, 2011. Even 15-20 days out, Bastardi's temperature anomaly forecasts are extremely accurate. (Verification is to the right)*

*How Much Should I Buy Today  
or Next Month?*

WeatherBELL Analytics' levels of service include daily videos produced by Chief Meteorologist Joe Bastardi, as well as alerts, updates, and 24-hour access to the most wide-ranging, continuously updated weather forecast resource available. Our forecasts help pinpoint weather extremes with uncanny accuracy so that purchasing, selling, or hedging supply becomes easier and potentially more profitable.

### WHERE WEATHERBELL ANALYTICS CAN HELP:

- ◆ Natural Gas
- ◆ Oil
- ◆ Hedge Funds
- ◆ Supply Chains
- ◆ Seasonal Businesses



### SERVICES OFFERED

20 Day Forecast

Tropical Forecast

12Z GFS Update

Seasonal Forecast

90 Day Forecast

180 Day Forecast

Seasonal Hurricane

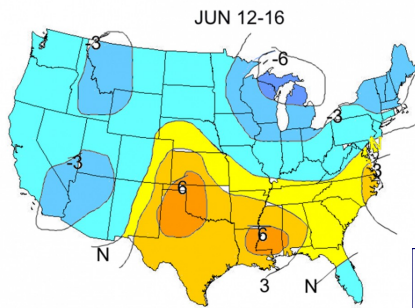
## Turn Weather Patterns Into PROFIT!

# WeatherBELL Energy Services:

*WeatherBELL Analytics offers a variety of products designed to give your business the complete forecasting information it needs.*

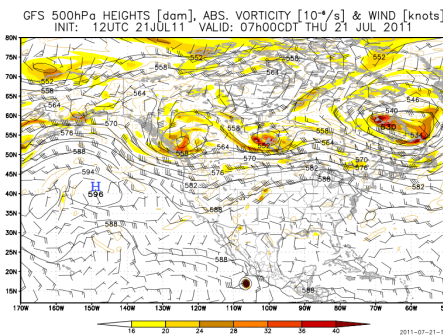
## 20 Day Energy

Published 6 days a week by 5:30 am CT. The 20-Day forecast features daily updated near-term weather forecast with commentary and maps showing you the most recent trends that are emerging over the next 20 days. If your firm has been using other private weather forecast services for this sort of data, then consider taking a look at WeatherBELL Analytics' data. We believe this is a far superior product to similar forecast data available in the market.



## 12Z GFS Update

The 12z GFS, which is a daily forecast update released by NOAA can often result in notable market moves as a consequence of changes in this model. But this report is typically difficult to interpret for even the most skilled energy traders and analysts. Joe Bastardi releases a daily interpretation of this model following its release to ensure your firm remains in front of the market.



## Monthly Forecast

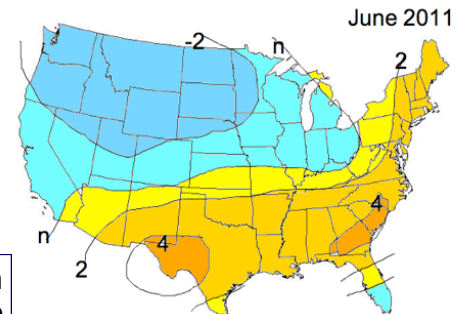
Published once a week, every Monday by 7:30 am. The monthly forecast highlights the overall pattern ideas for the month, particularly concentrating on the next 2-3 weeks, showing how the temperatures will differ from the previous month. Joe Bastardi configures easy-to-understand analog packages so the reader understands the driving ideas behind the forecast, including temperature anomaly maps. This information is specifically designed so that energy professionals and traders are able to make informed decisions and clearer judgment on how to appropriately hedge energy loads risk for his company based on the best weather forecast analysis in the industry.

## Preliminary Seasonal

Summer outlooks are published in early Feb and then 'evolve' in the March, April, May outlooks. Winter outlooks are published in early July or August and then the finals are in November. Our seasonal reports are consistently more detailed and accurate than any other weather firm in the industry. Also, our seasonal forecasts predict when and where weather events have the greatest chance and likelihood of happening. Plus, our forecast data offers traders and end-users with extensive lead-time on weather patterns in order to take advantage of specific weather events.

## 90 Day Forecast

Published twice a month by 8:30 am CT. This forecast highlights developing weather patterns over a 90-day period based on 60-plus years of weather forecasting talent between meteorologists Joe Bastardi and Joseph D'Aleo. The forecasts are a culmination of historical weather analogs, seasonal trending developments and other developing anomalies that are identified by our top-notch forecasting team.



## 180 Day Forecast

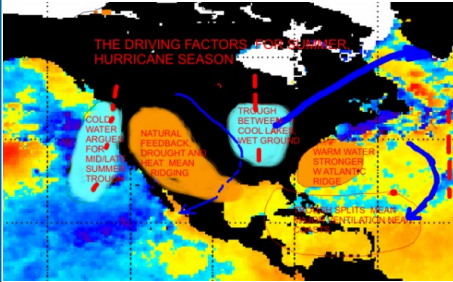
Published once a month. This is WeatherBELL's longer-range energy forecast, which features forensics behind developing trends in weather patterns. This report written by meteorologists Joe Bastardi and Joseph D'Aleo offers compelling evidence to what weather conditions will exist over a six-month period of time. This report is crucial to longer term hedging strategies, not for just energy, but for various industries including agriculture and retail/supply chain.

**Turn Weather Patterns Into PROFIT!**

# WeatherBELL Energy Products:

## WeatherBELL Tropical Forecasts

Our tropical forecasts include both seasonal outlooks and daily tropical updates. The seasonal outlook will give you a clear look at the expected impact of the upcoming hurricane season, along with details on which locations are most likely to be impacted by tropical weather.



During the season, Joe Bastardi provides daily updates to keep you informed about the latest storm formation, and potential threat to land. These updates are designed to let you know first about tropical cyclone formation.

Tropical/Hurricane seasonal updates by March 20, May 20, July 20

Daily Tropical Forecasts published everyday from May 15 through Nov 31

### *Additional Benefits To Joining WeatherBELL Analytics Energy*

#### **Daily Forecast Videos – Joe Bastardi’s Trademark!**

Daily Forecast Videos: The videos will be published by 12:00 pm CT for daily premium package and 1 pm for other forecast periods on the day of issuances and will serve as a visual power point expanding on the morning discussion.

One of the most valuable and useful benefits of the WeatherBELL Premium package is the daily forecast videos. These videos produced by Joe Bastardi will provide detailed insight into the weather trends that are currently occurring.



### *WeatherBELL Premium*

Our Monthly Additional services include access to premium services of global weather maps, model data and other sophisticated tools.



For more information contact us:

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(212) 856-7259

**Remember... In Forecasting, Track Record Is Everything.  
Ours Is Impeccable!**