



**WeatherBank, Inc. Receives 3rd U. S. Patent,
“Interactive Advisory System”**

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NOVEMBER 30, 2004, EDMOND, OKLAHOMA. WeatherBank, Inc., a leader in the weather services industry, announced today that it has received its third U. S. Patent for a process that would make our business and personal lives much more productive and safer at the same time.

“U.S. Patent No. 6,826,481, termed “Interactive Advisory System,” will redefine how we request, receive, and use all types of data and information in the future,” said Michael and Steven Root, twin brothers, co-inventors of the Patent, and WeatherBank’s Executive Vice President/CFO, and President/CEO, respectively. “The ‘481 Patent is a continuation of the Company’s first U.S. Patent, No. 6,505,123; and second U. S. Patent, No. 6,754,585,” stated Michael Root. “Those first two Patents dealt specifically with weather information; but the ‘481 Patent covers *ALL* data and information that is user-specific and location-specific, and transmitted wirelessly,” he stated.

In the past, weather data and weather forecasts were provided for large, general areas and individuals would have to interpret the weather data and forecasts to meet their specific needs and exact location. This has always been a problem, as a person has had to interpret what “partly cloudy with a 30% chance of showers” actually means. When, in fact, all anyone really wants to know is “will it rain or not at my specific location?” In another example, a tornado warning may have been issued for a certain county and may extend in time for the next several hours. Unfortunately, this warning places everyone in the county on alert unnecessarily, when, in fact, the tornado may be located in a remote portion of the county and moving away from populated areas.

This Patent will allow people to receive very detailed, user-specific information, coincident with their exact location. And as the individual’s location changes, new information is immediately provided.

“Their locations will be determined through the use of global positioning satellites (GPS), by triangulation associated with a communication network (for example, a cell phone network), and by other means,” said Steven Root. “More importantly, as the person travels on the ground (in a vehicle or boat, for example) or travels through the air in an aircraft, the position of the person can be determined and tracked by locating and tracking the communicating device that they carry. The person can then receive immediate notification of any weather impact, good or bad, that may be important to that person,” explained Michael Root.

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“For example,” Michael Root added, “a trucking company operates throughout the intermountain west. Their drivers have the ability to select one of several commonly traveled highways to maximize their just-in-time deliveries. The drivers and the company are rewarded for making the deliveries on schedule, and financially penalized for missing them.”

Any weather event that would impede their operation can be dealt with appropriately, if known in advance. Each driver carries a personal digital assistant (PDA), whose location is continuously and automatically determined by the PDA’s communication network. Any weather event or condition that is occurring or forecasted to occur over a particular route that would impede the deliveries is immediately transmitted to the affected driver via his PDA in ample time for the driver to select an alternate route. As a result, the trucking company maintains its excellent service record and receives higher profits over its competitors.”

“In another example,” stated Steve Root, “a family is driving from Chicago to Dallas for a family reunion. They have predefined their personal weather profile and requested a weather alert when there is the possibility of ice on the highway. During their journey, and based upon their current location, they receive an alert over their cell phone that states the weather conditions are conducive for formation of ice on the highway, 5 miles ahead of their current position. Upon receiving the alert, they slow their speed and place more distance between their car and the car ahead of them. In minutes, upon arriving at the location where the ice was predicted, they see a number of cars and trucks that had lost control of their vehicles and slid off the highway. Using this technology, they have averted an accident that could have had significant financial impacts, not to mention the risk to their personal safety and travel delay.”

The benefits are not restricted to situations where people travel on the surface of the earth – either in vehicles or boats on the water. The benefits can also be applied to people traveling in aircraft. For example, the pilot of a private corporate jet has requested updated weather information of a specific nature, regardless of his location or altitude. Today, he is flying from Kansas City to San Diego. His normal cruising altitude is 23,000 feet but he’s finding the air somewhat turbulent. He would like to ascend to a higher altitude but is concerned with icing conditions. In addition to checking with the various flight centers on reports of icing from other pilots, he accesses the weather information database for the conditions at 28,000 feet at his current location and his projected flight path. The various flight centers respond to his queries by stating that they have no pertinent information, since there have not been any other aircraft traveling the same corridor in the last 48 hours. However, within seconds of accessing the weather database, the pilot receives the weather data indicating that the atmospheric conditions at 28,000 feet will not allow for the formation of ice. He, therefore, can proceed safely to 28,000 feet.

“Actually, each of us can think of literally hundreds of scenarios where extremely accurate weather information, that is location-specific in nature, would be of value to our business and personal lives,” stated Michael Root. “We plan on disseminating this technology to all facets of the economy as quickly as possible,” he added. “We are extremely excited about the enhancements to business this technology will afford, as well as the benefits to public safety,” stated Steve Root.

More information on the Company’s Patents can be found on the worldwide web, by going to:
www.uspto.gov/patft/index.html

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WeatherBank, Inc., is located in Edmond, Oklahoma, a suburb of Oklahoma City. The company is a leader in providing custom weather data and products, with applications to all industries. The company also provides programming solutions for all applications. WeatherBank has one of the largest meteorological teams of any private weather company, and operates 24 hours a day, seven days a week. We serve clients in all industries, including energy, transportation, emergency management, broadcasting and others. Get more information about WeatherBank's products and services on the World Wide Web at <http://www.weatherbank.com> or by calling Michael R. Root, Executive Vice President/CFO at (405) 359-0773.

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