

Weather Trends International Joins the DemandTec Network - MarketWatch

<http://www.marketwatch.com/story/weather-trends-international-joins-the-demandtec-network-2011-11-07>

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SAN MATEO, Calif., Nov. 7, 2011 /PRNewswire via COMTEX/ -- DemandTec, Inc. [/quotes/zigman/106483/quotes/nls/dman DMAN - 2.54%](#), the collaborative optimization network for retailers and consumer products companies, today announced the availability of Weather Trends on DemandTec, a new network partner app providing highly accurate, long-term temperature and precipitation forecasts on a global basis for the DemandTec customer community.

DemandTec's community of 16,000 active network members can now access a free trial of Weather Trends on DemandTec, which includes temperature and precipitation forecasts for five pre-defined U.S. geographic regions including Albany, Atlanta, Dallas, Chicago, and Seattle. To support international customers, geographies including Paris, Shanghai, and Rio De Janiero are also offered. Users also have the ability to expand to all geographies with a more customized forecast horizon for an incremental subscription fee.

"Our research shows that a shift of just one degree in temperature can drive vast changes in sales activity," said Jack Grum, Executive Vice President and Co-founder of Weather Trends International. "We are excited that the DemandTec network community can now incorporate predictive weather intelligence into their merchandising and marketing decisions."

Weather Trends on DemandTec is powered by new partner Weather Trends International, the world leader since 2002 for highly accurate year-ahead business and consumer weather forecasts covering more than 20,000 locations in every country across the globe. With 80 percent or better accuracy, Weather Trends temperature, precipitation, and snowfall forecasts use a statistical, proprietary forecasting model built off of more than 100 years of weather history with dozens of local weather parameters to assess future weather trends.

Weather Trends on DemandTec is the third partner service available to the DemandTec customer community. This service joins RivalWatch on DemandTec, which provides competitive information from Amazon or Amazon Marketplace on category level price points, brand mix, and assortment, and FoodLink FreshBuys on DemandTec, which provides wholesale buyers with access to fresh, high-quality produce at a significant market discount.

"Our partnership with Weather Trends demonstrates DemandTec's ongoing commitment to deliver innovative services to users on our network," said Will Johnson, Vice President of Corporate Development and Strategy at DemandTec. "This is an excellent opportunity for the DemandTec network community to leverage predictive weather insights to make the most informed merchandising, marketing, and trade planning decisions."

Partner-enabled services are activated and delivered on the DemandTec network through the DemandTec Network Partner Program, providing a seamless experience for the community of network members. Partner services on the network leverage the strengths of a qualified partner ecosystem that closely aligns with the retail and consumer products industries, giving customers more flexibility and information to make business decisions. To learn more about the DemandTec Network Partner Program, please email partners@demandtec.com.

DemandTec is a network of cloud apps and insights for more than 450 retailers and consumer products companies to transact, interact, and collaborate on core merchandising and marketing activities. Approximately 16,000 retailer and manufacturer end-users on DemandTec have collaborated on more than five million trade deals to date.

About Weather Trends InternationalBased in the Lehigh Valley (Bethlehem, PA) Weather Trends International's proprietary forecasting technology provides its clients a year ahead weather forecast with business strategy recommendations by market, by week for 720,000 locations in all 195 countries across the globe. Leading companies in retailing, manufacturing, agriculture and CPG rely on Weather Trends International for weather intelligence that can help them "manage the weather risk."

About DemandTec DemandTec </quotes/zigman/106483/quotes/nls/dman> [DMAN -2.54%](#) connects more than 450 retailers and consumer products companies, providing common solutions to transact, interact, and collaborate on core merchandising and marketing activities. DemandTec's services enable customers to achieve their sales volume, revenue, shopper loyalty, and profitability objectives. DemandTec customers have collaborated on more than five million trade deals. DemandTec software and analytical services utilize a science-based platform to model and understand consumer behavior. DemandTec customers include leading retailers and consumer products companies such as Ahold USA, Best Buy, ConAgra Foods, Delhaize America, General Mills, H-E-B Grocery Co., The Home Depot, Monoprix, PETCO, Safeway, Sara Lee, Target, Walmart, and WH Smith.

DemandTec Safe HarborThis press release contains forward-looking statements regarding DemandTec's expectations, hopes, plans, intentions or strategies, including statements about the benefits of DemandTec's solutions. These forward-looking statements involve risks and uncertainties, as well as assumptions that, if they do not fully materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The risks and uncertainties include those described in DemandTec's documents filed with or furnished to the Securities and Exchange Commission. All forward-looking statements in this press release are based on information available to DemandTec as of the date hereof, and DemandTec assumes no obligation to update these forward-looking statements.

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