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Skiers to be Refunded if There's Too Little Snow in Flagstaff

San Francisco, CA – Flagstaff Nordic Center in Arizona is teaming up with WeatherBill, Inc. to ensure skiers get their money's worth for the 2007-2008 winter season. After a couple of years of below-average snowfall, Flagstaff Nordic Center wants to make sure season pass holders have the perfect ski season with ideal conditions or they will get their money back.

Partnering with WeatherBill, Flagstaff Nordic Center has added a guarantee for season passes purchased before October 31st. Anyone who purchases season passes before that date will receive all their cash back if Flagstaff Airport receives less than 2 inches of liquid precipitation (about 2 feet of snow) between November 23rd and March 23rd. That total at the airport usually means about 4 feet of snow at the Flagstaff Nordic Center.

“We’re doing our best to provide everyone with a great skiing or snowshoeing experience whether we have lame or epic snowfall,” explains Wendell Johnson (Owner). “Everyone knows what it feels like when you don’t get your money’s worth. It’s terrible. This way, even when the weather doesn’t cooperate, everyone can leave feeling good about their decision to purchase season passes. We’ve taken away the risk of bad weather making our season pass sales unprofitable and we’re making sure everyone of our pass holders gets their money’s worth out of the season.”

“Nordic centers and ski resorts are feeling the impact of climate change,” says WeatherBill CEO David Friedberg. “Winters are getting warmer in almost half of the major cities in the US, creating shorter winter seasons and unpredictable conditions for many ski resorts. Warm temperatures and even warm forecasts can hurt revenue and consumer confidence. Weather promotions are smart business tools that can increase early sales, make a business stand-out from the competition, and guarantee customer satisfaction.”

“WeatherBill eliminates the time, expense and hassle of typical promotions and rebates,” explains Friedberg. “There are no upfront costs, advance volume commitments or administrative fees for the businesses. Consumers are happy because they don’t have to fill out any paperwork, go through the hassle of redemption or wait for payment.”

For more on WeatherBill, the world’s only online weather risk management service for all types of businesses, visit www.WeatherBill.com. Visitors to the site will learn how to protect their revenue and control costs from the impact of bad weather like rain, drought, heat and frost. For more on the Flagstaff Nordic Center, visit www.FlagstaffNordicCenter.com.



Weather is unpredictable. Your bottom line doesn't have to be.