

NEWS RELEASE  
FOR IMMEDIATE USE  
ATLANTA, GA.  
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## GCI TO USE TIME & TEMPERATURE FOR COUNTER-MARKETING

Alaska communications company GCI will add the WeatherFone® GPS time and temperature units in three of its communities.

The addition of WeatherFone® in Anchorage, Fairbanks and Juneau by GCI is being done as a counter-marketing move, as well as an opportunity to generate revenue from paid advertisers.

GCI competes against Alaska Communications Systems (ACS) as a local phone service provider in all three markets. Rather than GCI customers dialing time and temperature services operated by ACS and hearing advertisements for ACS, GCI will now have a number available for their own customers to call.

GCI, founded in the 1970s, is also a provider of long distance, cable television, Internet and cellular in a number of Alaskan communities.

WeatherFone® has had a presence in Alaska since 1994 and now provides time-of-day service in 10 communities in Alaska, with over 200 locations in the lower 48.



**For more information on WeatherFone GPS® contact**

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