

NEWS RELEASE  
For Immediate Use  
March 2005



The WeatherFone®

## Florida Bank's Time & Temperature Service Also Provides Crisis Communication In Time Of Need

(Atlanta, GA.)--- **First National Bank and Trust Company in Stuart, Florida** plans to utilize the additional capabilities of their WeatherFone® GPS time and temperature equipment as part of their overall crisis communications plan for the bank's customers and employees.

The bank has recognized that their WeatherFone® GPS, unlike other time-of-day equipment, is capable of being used for *other types of outgoing messaging* in addition to routine calls when the bank's ads, time-of-day, temperature and local weather forecast are announced.

According to Susan Bergstrom who is Senior Vice President for Marketing Services, "During any type of disaster, one of the most important things we can do is ensure consistent and updated communications with our customers and our employees. By expanding the number of lines and the amount of time for recordings on our digital announcer, we will be able to provide updated messages in each of the counties we operate, as well as provide dedicated lines for our employees for minimal cost."

**How does it all work?** They are planning to use the time and temperature phone lines split into groups for their separate markets plus one group of lines strictly for employee information.

Under normal operating conditions, the messages will be commercial in nature (except for the employee group). Under disaster/crisis conditions, the customer groups will relay information specific to each market as appropriate. The 5th group will inform employees when and where to report for work.

Plus, there's no loss of their simultaneous time and temperature service that handles several thousands monthly calls unless they'd like to instantly convert those lines to carry emergency information as well.

A WeatherFone® announcer, without the time and temperature service capability, is also used by the National Institute of Standards and Technology in Washington, D.C. for employee communication and at Saginaw Valley State University in Michigan as a tool for communicating with students.

In Florida the equipment outfitted for crisis communications only is available in any community, but the time and temperature service option is not available in some markets due to competitive considerations.



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

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