

NEWS RELEASE

FOR IMMEDIATE USE
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The WeatherFone®

Bank One Time & Temperature Service Approaching 100-MILLION Calls

(Atlanta, GA.)— There are no doubts about the marketing value or community exposure when the name of Bank One and any promotional ads have been heard by nearly 100-million callers since 1999.

It was in 1999 that Bank One, through it's phone provider Southwestern Bell, purchased The WeatherFone® as a replacement for an aging time and temperature service in Fort Worth, TX. and since then has been logging calls at the rate of approximately 1.6 million per month. Outside of the initial equipment purchase in 1999, the only on-going costs for the bank's marketing tool has been the telephone lines servicing the equipment and a modest monthly fee for a twice-daily Fort Worth weather forecast that enhances the value of the service. Any commercial announcements updated by The WeatherFone® is done at no charge.

The obvious continuing success of Bank One's service runs contrary to many lines of thought that the internet would cause the demise of such services which have been offered, mostly by banks, in communities large and small since the early part of the 20th century.

Here's a sampling of call counts in other locales;

People's Bank Bridgeport, CT.	7 million calls annually
BB&T Charleston, WV.	3.6 million calls annually
Wells Fargo Bank Orange, TX.	1 million calls annually
Hibernia Bank Abbeville, LA. (pop. 11,400)	½million calls annually

Some banks include a series of rotating 10-15 second advertisements prior to the time and temperature announcement while others just prefer a simple name mention prior to the time. There are over 200 WeatherFone® locations stretching from Barrow, Alaska to Miami, Florida where an entrepreneur also offers a Spanish-language version that receives between 800-thousand and 1-million monthly calls.

Recently, some banks have added additional units in nearby markets outside of their normal toll-free calling zones. For instance, Community Trust Bank in northern Louisiana now has units in 3 markets (Ruston, Farmerville and Monroe) while People's State Bank of Newton, IL. has added a second unit in nearby Lawrence County.



For more information on WeatherFone GPS® contact

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