

NEWS RELEASE

FOR IMMEDIATE USE
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The WeatherFone®

AIR QUALITY TECHNOLOGIES USES A TIME & TEMPERATURE SERVICE FOR LOCAL ADVERTISING PLUS REVENUE

(Atlanta, GA.)---- **Air Quality Technologies (AQT) of Horn Lake, Mississippi** has just become the latest environmentally-oriented business to use a **WeatherFone® GPS** time and temperature service for local advertising. In addition, AQT will use some of the rotating advertising slots as a source for revenue by making them available to other area businesses.

A local phone number to provide the time of day, current temperature and optional weather forecast has been a standard community service in hundreds of locales across the country since the earlier part of the 20th century. Up until the time of telephone deregulation these community services had been operated solely by phone companies with a primary sponsor such as a local bank.

Rhodes Heating & Air Conditioning in Marion, OH. acquired an established service in the 1990s and averages just under **two million calls per year**. The one time equipment charge and on-going monthly phone expense pales in comparison to the cost of what radio/TV ads or newspaper space would be for the same level of exposure. Plus, callers are forced to listen through the ads to get to the information they called for, guaranteeing a premium level of exposure. Seasonal ads coupled with the temperature and optional weather forecast content is a very logical placement for heating and air conditioning companies.

Not everyone owns their service. For instance, **Spotts Brothers and Rick Staley's in Fort Morgan, Colorado** are two competing heating and air conditioning companies that buy rotating advertising slots from the local bank while **Mountain Mechanical in Anchorage, Alaska** contracts for ads from the phone company.

Air Quality Technologies is formerly **Memphis Filter**, a maker of filters and frames for air handling equipment. **WeatherFone®** manufactures the specialized equipment that makes time of day services possible in nearly 300 communities from Barrow, AK. to Santo Domingo, Dominican Republic (Spanish language version). The equipment is solid-state and not based on a PC requiring a 3 party operating system. This means that the equipment has a very long operational life with over 50 of the original models introduced in 1982 still in operation across the country.



For more information on WeatherFone GPS® contact

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