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**FOR IMMEDIATE RELEASE**

**POLLEN.COM<sup>®</sup> AND WEATHER TRENDS INTERNATIONAL JOIN TO OFFER ALLERGY  
SUFFERERS MORE EXTENSIVE WEATHER FORECASTS**

PLYMOUTH MEETING, Pa. – Jan. 20, 2011 – [Pollen.com](http://Pollen.com)<sup>®</sup>, the most visited allergy site on the Web, and [Weather Trends International](http://WeatherTrendsInternational.com), the leader in global year-ahead weather forecasting, announced today that they are teaming up to help allergy sufferers better prepare for the upcoming allergy season across the United States and the world.

Now on [Pollen.com](http://Pollen.com)<sup>®</sup> are 28-day weather forecasts from Weather Trends International's weathertrends360 for every U.S. ZIP code to help allergy sufferers better plan when pollen levels are likely to be high in their area. Forecasts beyond 28 days are available at [www.wt360.com](http://www.wt360.com).

"We have worked with Weather Trends for the past 8 years and have found their short- and long-term weather forecasts to be the most reliable in the industry," said Gerry Kress, founder of SDI, the company behind [Pollen.com](http://Pollen.com)<sup>®</sup>. "Ask any allergy sufferer and most will say their most difficult days are those warm and dry days in spring when pollen just hangs in the air. Warm and sunny days in spring and late summer are typically bad for tree, grass, and weed pollens, while damp days bring out the mold spores."

"[Pollen.com](http://Pollen.com)<sup>®</sup> was a natural fit for our year-ahead global weather forecasts because – as any allergy sufferer, including me, knows – certain weather conditions bring on severe allergy symptoms such as sneezing and itchy, watery eyes," said Bill Kirk, CEO of Weather Trends International.

"It's about time we help people plan more than 5 days out," said Kirk. "A particularly favorable weather period for high allergy suffering is likely in early March (trees/grass) and again in early May (grass) for much of the United States."

USA Today has recognized [Pollen.com](http://Pollen.com)<sup>®</sup> as the most popular allergy portal on the Internet, and Forbes ranked Weather Trends International as fifth on its list of America's Most Promising Companies.

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## About [Pollen.com](#)®

A division of SDI, Pollen.com® has been supplying important information to millions of people with allergic conditions for more than 10 years. With reliable, up-to-the-minute allergy forecasts that show upcoming airborne allergen conditions and an extensive weather forecast, Pollen.com® prepares allergy sufferers for the day by offering all the facts – at a glance. Among its free services, Pollen.com® offers charts of current and predicted pollen levels, pollen histories, e-mail alerts, and educational materials on how to manage seasonal allergies.

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.

## About [Weather Trends International](#)

Weather Trends International has been providing accurate year-ahead forecasts internationally to Fortune 1,000 retailers, suppliers, and financial sectors for the past 8 years. Utilizing technology first built in the early 1990s, Weather Trends International's unique statistic/math-based trade secret forecasting methodology provides clients with an understanding of how consumers respond to the weather when making seasonal purchases. Customers include over 100 of the world's most successful and admired companies, such as Wal-Mart, Kohl's, Target, AutoZone, Agway, Johnson & Johnson, Anheuser-Busch, Energizer, Clorox, SC Johnson, and Coca-Cola, among others. Now better weather forecasts from the hour to year ahead are available anytime and for everywhere on the planet free to consumers at [www.wt360.com](http://www.wt360.com). Weather Trends International has won six business technology awards over the past few years, and Forbes ranks Weather Trends International No. 5 out of thousands of businesses on America's Most Promising Companies list.