



Planalytics Contact: David Frieberg, phone 610.407.2905
dfrieberg@planalytics.com

Planalytics Press Release

Arctic Glacier Turns to Planalytics to Make Sure Sales Do Not Melt Away When Demand Heats Up

WAYNE, PA, May 19, 2009 – Planalytics Inc. announced today that Arctic Glacier, one of North America's leading packaged ice companies, has subscribed to Planalytics' Consumer InsightsSM Service.

Through Consumer Insights, Arctic Glacier is able to identify when and where weather will boost or dampen demand for ice, and make production and distribution decisions to position the business appropriately. "Weather can have a tremendous impact on our sales," commented Keith McMahon, President and CEO of Arctic Glacier. "With Planalytics' weather-driven demand analysis of ice sales by week and by location we can quantify weather's influence and take actions to maximize profitability."

Arctic Glacier is also subscribed to Planalytics Severe Weather Services which enables the company to schedule emergency deliveries to regions that will be affected by major events such as hurricanes or tropical storms. Demand for packaged ice multiplies dramatically in areas affected by severe weather events that displace people, knockout power or damage property. During these times, being out-of-stock can translate to significant lost sales. Planalytics PlannerSM, a demand forecasting tool, enables Arctic Glacier to tune pre-season plans and make in-season adjustments using weather-driven demand data.

About Arctic Glacier

Arctic Glacier is a leading producer, marketer and distributor of high-quality packaged ice in North America, primarily under the brand name of Arctic Glacier[®] Premium Ice. Arctic Glacier operates 38 production plants and 47 distribution facilities across Canada and the northeast, central and western United States servicing more than 75,000 retail accounts.

About Planalytics

Planalytics Inc. is the singular global source of Business Weather Intelligence[®] – the actionable information companies need to understand and optimize the impact of weather on their business. Weather is the most volatile of all external factors affecting business performance and Planalytics helps companies proactively manage this risk. Powered by an unparalleled database of weather's financial and volumetric impacts, proprietary forecasting technologies and market-specific expertise, Planalytics' Business Weather Intelligence is essential to any company, in any industry, looking to effectively shape strategies, pinpoint opportunities and make more profitable decisions. For more information, visit www.planalytics.com.