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Planalytics Press Release

Gold Eagle Fine Tunes Product Planning with Planalytics Business Weather Intelligence

WAYNE, PA, May 28, 2009 – Planalytics Inc. announced today that Gold Eagle Co., a leading producer and distributor of engine fluids and additives, has subscribed to Planalytics Business Weather Intelligence Services. Gold Eagle's will utilize Planalytics' Consumer Insights platform to measure and manage weather-driven demand for select products.

"We know that many of our products are weather-sensitive," stated Tom Novacek, Director of Sales for Gold Eagle. "Planalytics' ability to isolate when, where and how much weather will influence demand for specific products helps us make sure we successfully align inventories with sales opportunities of individual markets."

With Planalytics, Gold Eagle will be able to adjust plans and distribution decisions for products like their HEET[®] Gas-Line Antifreeze and STA-BIL[®] Fuel Stabilizer. Certain weather conditions will alter demand for such products and Planalytics' Weather-Driven Demand projections enable Gold Eagle to identify favorable and unfavorable periods up to a year ahead of time. This insight is extremely valuable to Gold Eagle when making pre-season plans and avoiding stock-outs at retail locations throughout a product's selling season.

"Planalytics is thrilled to be working with Gold Eagle," commented Scott Bernhardt, Planalytics' Chief Operating Officer. "Business Weather Intelligence will ensure that Gold Eagle products are in front of the customer when they are most needed."

About Gold Eagle Co.

Gold Eagle Co., headquartered in Chicago and privately held, was founded in 1932 by Armin Hirsch. For more than 75 years, Gold Eagle has been an industry pioneer in the production and distribution of aftermarket fluids and additives. They are an innovator and leader in the product development, manufacturing, marketing, and distribution of branded engine performance and maintenance chemicals. Our headquarters, manufacturing, and distribution facilities occupy over 400,000 square feet in the heart of Chicago's industrial hub.

About Planalytics Inc.

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. 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.