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## NEWS RELEASE

# Hozelock Limited Selects Planalytics to Analyze Weather's Impact on Business

LONDON, 31 March 2009 — Planalytics Inc. announced today that Hozelock Limited, a market leading garden watering, spraying and aquatics manufacture, has licensed its Business Weather Intelligence<sup>®</sup> platform. Hozelock will use Planalytics weather-driven demand (WDD) analyses for its product categories to isolate, measure and plan for weather's affect on sales across the UK.

"Customer Service is at the heart of the Hozelock business. The Planalytics solution will help us to understand how much the weather will affect our end consumers, and as a result we can better support our retail customers through the volatile British summer," commented Peter Rush, Managing Director for Hozelock.

### **About Hozelock Limited**

Hozelock are the UK Market-leading garden watering, spraying and aquatics supplier. As a previous winner of the Queens Award for Export and the I.Mech.E Manufacturing Excellence Awards for Business Development and Change Management and Customer Focus, Hozelock exports products and services to more than 60 countries worldwide.

### **About Planalytics Inc.**

Planalytics Inc. ([www.planalytics.com](http://www.planalytics.com)) 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 modeling 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.