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**La Crosse Technology® Now Delivers Forecasts for Over 60,000 Locations to All Weather Direct® Displays.**

*Extended Coverage Brings Accurate Weather to More People in the U.S. and Canada*

**LA CROSSE, WI — January 16, 2009** — Today at the La Crosse Technology USA Headquarters, La Crosse Technology President Allan McCormick announced immediate availability of forecasts for over 60,000 locations to all Weather Direct® Displays. The additional selection of forecast locations represents a 50% increase over the original 40,000 locations included when Weather Direct® launched just one short year ago. "Our goal was to provide accurate forecasts for every hometown, park, airport, and sports venue in the United States, and over 1,000 in Canada, " says McCormick. "The beauty of Weather Direct® is the expandability of the service without any effort or investment by the end user. It's constantly growing and becoming useful in ways we never anticipated." The availability of 60,000 forecast locations puts Weather Direct® even further ahead of the nearest competition.

Founded in 1985, La Crosse Technology is the worldwide leader in weather instrumentation and atomic timepieces. The company offers a wide range of products and services designed to provide consumers with the same accurate weather information as meteorologists, 24 hours a day without a TV or a computer.

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**For more information on Weather Direct:**

<http://www.lacrossetechnology.com/weatherdirect.php>  
<http://www.weatherdirect.com/>

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