



September 18, 2013
For Immediate Release

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FROM THE CREATOR OF *TRUCKTOME* COMES NEW *WEARWHAT?* APP

From the creator of the hit app *TruckToMe*, *WearWhat?* delivers quick local weather forecast information to users on the go. It's hard getting dressed in the morning without knowing the weather. You don't have time to wait for the weather report on the morning news, and you sure can't run outside unclothed to see if it's raining. (Trust us, that was a bad idea.) Instead, you can use *WearWhat?* to get a notification with the weather report at the time you choose.

To use *WearWhat?*, download and launch the app on any iPhone running the new iOS 7. Upon launching the app, it will instruct you to first enter your location by using the GPS or by using a city-based search. Then the app will ask you to input the time you'd like to receive weather notifications. You'll now receive a notification at that time every day with the weather forecast for the location you specified.

Powered by the National Oceanic and Atmospheric Administration's (NOAA) National Digital Forecast Database API, the app gives users access to the most current weather predictions generated at the National Weather Service. These forecasts include temperature, chance of precipitation, storm warnings and other weather-related warnings. *WearWhat?* translates this forecast data into useful interpretations of the weather that best suit the app's target audience of users on the go, looking for a quick report on the day's weather.

The app is available for \$0.99 on the iTunes App Store for iPhones running iOS 7. Please contact john@phoenix4.com to request a promo code for a free download.

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