



GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

THE HISTORICAL REPORT

Better Business in Any Weather™

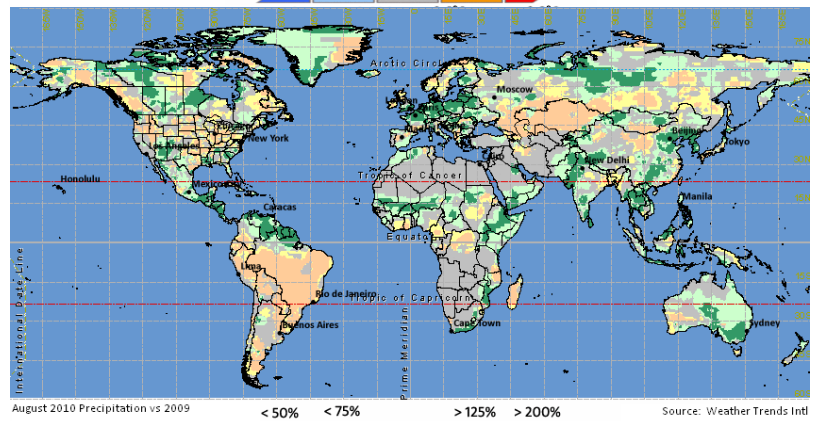
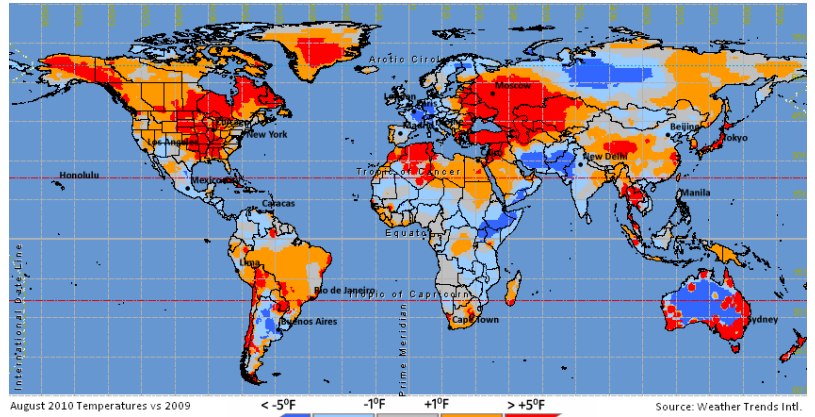
Issued: August 31st, 2010

AUGUST 2010 G-20 Weather Summary



AUGUST 2010: G-20 August temperatures were the warmest in 7 years with scorching heat in the U.S. and Russia. Drought and wild fires made headline news throughout Russia while severe flooding occurred in Pakistan. Overall G-20 precipitation was the 2nd wettest in 20 years. Argentina showed the greatest change toward much colder Winter weather while Turkey had the greatest change toward much hotter Summer weather. Tropical cyclone activity globally remains at a 30-year low but the Atlantic basin heated up with 5 systems (1 Tropical Depression, 2 Tropical Storms and 2 Major Hurricanes).

BUSINESS TRENDS: The excessive heat across the Northern hemisphere was great for beverage companies who can get up to a 2% bounce for every 1F warmer year-over-year. But it's a big negative for back-to-school, back-to-work and early Autumn categories which benefit from a colder/wetter pattern to get consumers out of the Summer mind set. The cooler and wetter conditions in Central Europe and California in the U.S. were the favored areas for stronger early Autumn category sales. The extreme conditions in Russia and the U.S. helped to lift commodity prices for many crops like wheat and corn but a colder and wetter pattern late in the month did finally end the heat-wave in Russia allowing farmers to feel more confident about getting Winter wheat in the ground this year with increased soil moisture.



G-20 Year-over-Year WEATHER TRENDS SEPTEMBER 2009 through AUGUST 2010

Country Name	SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG	
	2009 VS 2008		2009 VS 2008		2009 VS 2008		2009 VS 2008		2010 VS 2009		2010 VS 2009		2010 VS 2009		2010 VS 2009		2010 VS 2009		2010 VS 2009		2010 VS 2009		2010 VS 2009	
	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp
ARGENTINA	-0.1	101%	0.4	-25%	-0.6	282%	-0.4	183%	0.8	53%	0.9	64%	-0.3	34%	-2.5	17%	-1.6	16%	0.7	68%	0.7	-15%	-2.7	-67%
AUSTRALIA	-0.4	8%	-0.9	-11%	1.5	-49%	0.8	44%	-0.3	8%	0.3	-19%	0.0	69%	1.0	-14%	-0.1	-18%	0.6	47%	-2.1	88%	-2.1	88%
BRAZIL	0.8	46%	0.0	25%	1.5	17%	0.6	27%	0.7	15%	1.3	-36%	0.3	10%	0.2	-15%	-0.1	-33%	0.8	22%	0.5	-21%	-0.4	-46%
CANADA	0.9	-18%	-1.4	44%	1.4	-31%	2.3	-39%	4.5	-1%	2.7	-28%	5.8	-28%	2.3	-16%	1.4	0%	0.3	-2%	2.1	4%	0.9	3%
CHINA	0.2	-29%	0.5	-71%	-2.4	46%	-0.8	174%	-0.2	120%	-3.2	17%	-1.0	22%	-3.5	2%	-0.6	46%	-0.7	1%	0.4	41%	0.3	3%
EUROPEAN UNION	1.8	-25%	-0.5	12%	1.4	42%	-0.3	26%	-2.3	-22%	-1.2	18%	-0.6	-3%	-1.2	-10%	-1.7	55%	0.0	-14%	1.3	-10%	-0.4	71%
FRANCE	2.2	-41%	0.6	-27%	2.3	35%	0.9	58%	-0.9	-33%	-0.9	38%	-0.7	35%	-0.5	-72%	-2.9	4%	-0.3	16%	1.4	-14%	-1.6	133%
GERMANY	1.9	-43%	-1.4	-15%	2.2	102%	-0.1	113%	-2.1	14%	-1.8	-17%	-0.7	-5%	-3.2	-25%	-3.3	6%	0.8	-40%	2.4	-39%	-1.3	144%
INDIA	0.6	23%	-0.3	-1%	0.2	148%	-0.5	48%	-1.4	192%	-0.5	35%	0.8	31%	0.6	209%	0.4	-4%	-0.3	25%	-0.2	4%	-0.1	16%
INDONESIA	-0.7	18%	0.6	-15%	1.2	-57%	1.2	-9%	1.0	16%	1.6	-18%	2.1	20%	1.9	38%	1.8	16%	1.5	183%	0.3	140%	0.2	408%
ITALY	1.8	120%	-1.9	166%	0.1	-45%	0.6	-36%	-1.1	-61%	0.3	-4%	-0.6	-46%	-0.2	-48%	-2.4	506%	-0.3	-5%	0.7	77%	-1.7	-30%
JAPAN	-0.3	-47%	-0.7	23%	0.8	101%	-0.6	20%	-0.5	-51%	-1.2	3%	-0.9	53%	-3.0	60%	-1.2	63%	0.3	-7%	1.0	1%	2.2	8%
MEXICO	0.5	13%	1.2	-23%	0.5	468%	-0.4	518%	-1.6	194%	-2.2	103%	-1.5	-77%	-0.9	394%	0.2	-15%	0.1	-21%	-1.3	240%	0.3	94%
RUSSIA	1.8	4%	-2.8	53%	-2.0	6%	-3.7	13%	-7.3	-62%	-2.6	-8%	-1.7	1%	-0.7	70%	0.4	0%	1.8	-34%	2.6	-19%	2.7	-8%
SAUDI ARABIA	-0.8	0%	0.9	89%	1.1	-3%	1.0	1123%	2.0	125%	0.9	882%	2.1	14%	0.5	602%	0.6	77%	-0.2	0%	1.7	125%	1.9	0%
SOUTH AFRICA	1.6	5%	-0.1	-17%	-0.6	-28%	-0.6	15%	0.5	26%	1.0	-32%	0.7	-27%	-0.2	97%	1.2	2%	-0.6	-15%	1.4	28%	0.8	34%
SOUTH KOREA	-0.9	-26%	-0.6	36%	-0.8	165%	-1.5	85%	-2.2	121%	-2.5	97%	-1.7	103%	-3.4	55%	-1.2	43%	0.6	10%	1.9	82%	2.2	177%
TURKEY	-0.8	-23%	1.5	64%	-0.9	28%	3.6	84%	0.2	36%	1.3	-3%	1.7	-18%	1.2	-15%	0.9	5%	0.0	158%	1.1	-28%	3.6	-19%
UNITED KINGDOM	0.8	-42%	1.6	-28%	1.3	103%	-0.6	41%	-2.1	-34%	-1.8	36%	-1.1	38%	-0.7	-30%	-1.0	-54%	0.1	-19%	1.0	-30%	-0.9	10%
UNITED STATES	0.0	-3%	-1.1	80%	1.8	-7%	-1.0	21%	0.5	60%	-2.7	43%	0.4	-7%	0.8	-5%	-0.5	-13%	0.9	12%	1.8	8%	1.2	-10%
G-20 AVG	0.9	-11%	-0.5	19%	0.9	30%	-0.2	29%	-1.0	3%	-0.9	8%	0.1	4%	-0.6	3%	-0.7	17%	0.3	3%	1.3	6%	0.4	31%

LEGEND ■ °C COLDER than Last Year ■ °C SIMILAR than Last Year ■ °C WARMER than Last Year
■ % Wetter than Last Year ■ % Similar to Last Year ■ % Drier than Last Year



COUNTRY DAILY YEAR-ON-YEAR TRENDS FOR AUG 2010 VS 2009

August 2010

		Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	
		08/01	08/02	08/03	08/04	08/05	08/06	08/07	08/08	08/09	08/10	08/11	08/12	08/13	08/14	08/15	08/16	08/17	08/18	08/19	08/20	08/21	08/22	08/23	08/24	08/25	08/26	08/27	08/28	
Argentina Country Summary	Tmax	64	56	55	49	51	59	61	62	63	63	67	64	64	61	57	65	72	73	73	76	74	78	77	77	76	71	75	78	
	Tmin	34	33	32	32	32	29	33	35	39	38	40	44	37	34	32	35	38	44	46	44	44	48	49	48	47	46	46	49	
	Prcp	.28	0.0	7.3	.44	.12	.08	.02	0.0	0.0	.24	0.0	.20	.47	.12	.12	0.0	.04	.24	.36	0.0	0.0	0.0	0.0	0.0	0.0	.20	.08	.28	
Australia Country Summary	Tmax	70	69	67	67	68	68	68	68	70	68	66	67	68	69	71	69	70	72	73	70	70	71	69	69	66	67	68	69	
	Tmin	51	48	46	46	44	43	43	44	44	50	50	52	44	46	48	45	47	48	48	51	49	50	53	51	50	49	47	48	
	Prcp	.55	1.4	.98	.45	.28	.01	.01	.20	.87	8.9	3.4	.75	.19	.28	.46	.12	.31	1.1	.64	1.3	.49	.22	.75	.77	2.0	.61	.09	.13	
Brazil Country Summary	Tmax	86	82	79	80	78	80	82	83	82	82	83	85	86	85	82	81	82	84	85	85	86	88	89	90	90	90	89	90	
	Tmin	65	63	63	62	61	61	62	63	64	64	66	67	65	63	61	62	62	63	63	63	63	65	66	67	67	68	68	68	
	Prcp	3.4	2.0	1.5	2.7	3.0	.72	3.0	1.5	0.0	1.2	.79	.79	1.3	.68	1.5	.55	.12	2.9	.68	.80	1.3	1.2	2.6	.83	.24	.60	2.6	1.4	
Canada Country Summary	Tmax	78	78	77	78	77	77	74	74	76	75	75	75	77	76	77	76	73	74	75	74	72	71	71	73	75	76	74	73	
	Tmin	52	53	55	54	54	51	53	52	54	55	55	54	54	52	52	51	50	49	49	48	48	49	49	48	48	49	48	48	
	Prcp	12	19	15	16	13	11	7.9	11	14	6.8	8.1	16	17	17	16	15	9.0	7.1	12	13	16	14	17	7.9	8.6	22	17	5.7	
China Country Summary	Tmax	88	89	90	89	89	88	87	87	87	88	88	89	89	88	88	87	88	87	86	85	84	84	83	81	81	81	81	82	
	Tmin	71	70	73	73	71	70	71	72	72	73	73	73	73	71	69	69	70	71	71	71	69	68	67	66	65	66	66	66	
	Prcp	8.5	2.6	2.9	1.5	5.0	11	6.7	13	8.6	14	6.8	4.4	5.0	6.3	6.7	5.1	8.1	4.8	15	15	9.6	16	11	11	7.8	9.4	18	11	
Europe Summary, Europe	Tmax	78	78	77	76	76	77	78	78	77	77	78	77	77	76	76	74	73	73	73	75	77	76	74	73	73	75	74	71	
	Tmin	58	59	58	58	57	57	58	58	58	58	58	58	58	58	57	56	55	55	55	55	56	57	56	55	54	55	55	54	
	Prcp	73	96	185	143	139	184	169	103	70	93	84	99	136	154	203	202	167	93	97	94	60	63	157	218	131	114	172	122	
France Country Summary	Tmax	79	75	76	75	73	75	78	77	79	78	76	75	73	71	69	71	72	72	78	83	86	83	77	75	77	83	78	72	
	Tmin	60	60	57	58	57	53	56	59	57	58	62	60	56	56	56	56	56	57	55	59	62	64	64	58	55	61	62	56	
	Prcp	.27	3.6	3.5	.20	3.4	.70	.20	.51	.11	.44	2.1	1.6	1.4	1.3	1.2	1.1	5.2	.88	.46	.71	.50	.41	4.3	3.7	1.1	1.4	5.7	2.3	
Germany Country Summary	Tmax	81	75	71	73	72	69	74	73	74	79	75	72	71	71	71	68	67	69	71	78	83	82	76	72	69	72	69	64	
	Tmin	59	61	56	54	57	57	55	58	58	56	60	59	57	56	59	57	57	56	55	52	59	63	62	57	54	56	56	51	
	Prcp	.63	2.1	4.8	2.8	1.6	2.8	1.8	1.3	.96	.34	.81	2.6	6.3	3.5	4.0	3.5	2.7	4.5	1.2	.06	0.0	.64	3.1	3.1	.83	2.9	5.9	5.5	
India Country Summary	Tmax	89	89	88	88	88	89	90	89	91	92	92	90	89	89	89	90	89	89	89	89	88	89	89	89	87	88	89	89	
	Tmin	76	76	77	76	76	77	77	77	78	78	77	77	77	77	77	77	77	77	76	77	76	76	76	76	76	76	77	77	
	Prcp	13	8.6	8.1	2.7	7.4	6.0	1.2	4.6	1.4	2.0	.62	4.5	6.8	8.7	5.8	7.6	11	12	9.1	9.9	4.5	9.3	8.6	9.0	11	8.9	11	3.5	
Indonesia Country Summary	Tmax	88	89	89	88	89	89	89	89	90	90	91	91	90	90	89	89	88	89	89	90	89	88	90	91	91	90	91	90	
	Tmin	75	75	76	76	75	75	75	75	75	76	76	76	76	75	74	74	74	75	75	75	75	76	75	75	75	74	75	74	
	Prcp	.97	.69	3.6	1.3	1.7	2.0	.88	.53	0.0	.20	1.4	3.3	2.5	1.6	.87	.50	.44	2.6	.64	.09	.83	.54	.32	1.7	.15	1.0	1.1	.62	
Italy Country Summary	Tmax	83	84	84	82	77	78	80	81	83	84	84	83	79	79	82	80	80	80	83	84	87	87	87	86	86	86	86	85	
	Tmin	63	65	66	65	63	62	61	62	64	67	67	66	65	64	65	62	62	61	65	67	69	70	68	68	69	68	68	67	
	Prcp	.12	.02	.41	4.0	4.0	7.7	1.7	.26	.02	.08	.08	1.5	2.7	6.2	6.3	.54	.01	.03	.01	.28	.02	.01	0.0	0.0	.03	0.0	.21	.41	
Japan Country Summary	Tmax	92	92	91	92	93	94	92	91	88	89	89	87	89	89	92	94	93	94	93	91	93	94	94	93	93	92	92	93	
	Tmin	78	78	78	78	79	78	78	77	78	77	77	77	78	78	79	79	78	77	78	77	78	79	79	79	79	78	78	76	77
	Prcp	.10	.14	.33	.34	.32	.36	1.1	2.4	6.1	4.8	7.6	13	5.1	2.7	1.4	1.1	.52	.32	1.3	1.1	.16	.06	.22	3.5	4.3	.57	.63	.04	
Mexico Country Summary	Tmax	89	90	90	89	89	88	88	88	89	90	89	89	88	88	88	88	88	88	89	89	88	87	90	90	89	87	88	88	
	Tmin	66	67	67	68	67	68	70	70	69	69	68	68	69	69	69	68	68	69	69	68	67	68	67	67	68	68	67	67	
	Prcp	.71	2.0	3.5	5.8	1.7	1.4	.86	3.7	1.9	5.0	2.3	3.8	3.2	3.0	7.4	9.5	7.5	7.2	6.1	9.7	3.5	6.3	4.4	.75	1.9	2.8	3.4	3.3	
Saudi Arabia Country Summary	Tmax	108	107	106	106	106	107	109	107	107	107	107	107	108	107	107	106	109	108	108	109	108	107	107	108	106	104	105	106	
	Tmin	84	84	84	83	82	83	84	84	83	83	84	83	83	82	82	82	83	83	82	82	82	82	82	82	82	80	81	81	
	Prcp	.04	.03	0.0	.08	.16	0.0	0.0	0.0	.06	.04	.09	.09	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	.18	.44	.39	.20	
South Africa Country Summary	Tmax	76	77	77	77	76	75	76	74	67	65	65	69	73	75	75	75	76	77	72	71	74	76	73	68	72	74	77	80	
	Tmin	44	44	44	43	46	45	48	47	42	38	37	40	40	40	44	42	44	46	44	38	45	46	44	40	45	46	45	47	
	Prcp	0.0	0.0	0.0	.02	0.0	0.0	0.0	.28	.40	1.1	.11	0.0	0.0	0.0	0.0	0.0	0.0	.31	1.1	.43	.02	.05	.10	0.0	.13	.01	0.0	.11	
South Korea Country Summary	Tmax	90	90	89	92	93	89	89	91	93	86	88	86	86	87	87	85	88	91	92	93	93	93	88	87	83	85	87	87	
	Tmin	79	76	76	78	80	78	76	76	76	77	76	77	76	75	77	73	73	75	77	77	77	78	77	74	73	74	75	76	
	Prcp	0.0	1.8	.28	1.9	2.2	.80	3.7	7.4	.30	3.5	8.0	8.8	12	19	18	9.7	11	2.5	2.4	0.0	.04	.08	.22	5.3	3.2	7.8	2.5	8.6	
Turkey Country Summary	Tmax	96	95	95	96	94	95	94	95	94	95	96	96	97	96	96	95	95	94	95	95	90	88	89	91	92	90	90	92	
	Tmin	69	71	69	69	71	68	69	69	71	69	70	69	69	70	71	70	69	69	68	70	70	66	63	63	65	65	66	63	
	Prcp	0.0	0.0	0.0	0.0	.02	.45	.04	0.0	0.0	.51	0.0	0.0	0.0	0.0	.62	.66	.04	0.0	0.0	.02	0.0	.02	0.0	.02	.01	.04	.24	0.0	

Data Table Legend (Versus Last Year):

 Much Colder <=-2.8°	 Colder -0.6° to -2.8°	 Similar -0.6° to +0.6°	 Warmer +0.6° to +2.8°	 Much Warmer >
---	---	--	---	---