



CITGO Teams Up With WeatherWave to Promote New Weather Alert Service

CITGO Petroleum and WeatherWave have created a partnership to deliver voice generated weather alerts to subscribers' mobile phones.

RESTON, VA ([PRWEB](#)) May 22, 2005 -- CITGO Petroleum Corporation ([www.CITGO.com](#)) has entered into a partnership agreement with WeatherWave, Inc. ([www.weatherwave.com](#)) to provide WeatherWave's innovative cell phone weather alerting service as part of CITGO's customer loyalty programs and major sponsorships.

WeatherWave is a national weather alerting service that provides extremely fast severe weather alerts delivered as computer-generated voice calls to subscribers' cell phones. WeatherWave also provides subscribers with a toll-free number for cell phone retrieval of weather information for every U.S. city, every coastal marine zone, and every marine buoy.

The new service is receiving favorable reviews in newspapers, boating, and outdoor magazines for its ability to deliver voice-based messages to any mobile phone. As the National Weather Service issues weather alerts, the WeatherWave service converts them into voice-generated messages and sends them directly to the subscriber's mobile phone. The process is nearly instantaneous. The WeatherWave Land Service provides weather for all U.S. cities, and is ideal for outdoor enthusiasts of all types, including campers, hikers, mountain climbers, fresh water boaters and fishermen, hunters, and people planning auto and RV trips. The WeatherWave Marine Service provides all U.S. city weather, as well as marine zone and marine buoy weather for all coastal waters, and is ideal for coastal, Gulf and Great Lakes boaters.

WeatherWave's founder, Sande Smith, is confident in the service that he's providing to consumers. "With WeatherWave, subscribers have all the weather knowledge of the National Weather Service, and they have it where they need it and when they need it," he said. Stacey Schmidt, Manager of E-Business for CITGO, agreed.

"We are making this service available to our customers because we believe it is a unique tool that complements CITGO's ongoing customer loyalty programs. Furthermore, because our team is committed to ensuring the delivery of a positive and consistent CITGO brand experience, we are always looking for and implementing programs like WeatherWave to provide additional value to our customers. Look for more fun, useful programs on CITGO.com soon."

The WeatherWave customer loyalty program was conceived by ALAMO Studios ([www.alamo-studios.com](#)), a marketing communications agency tasked with developing and managing strategic marketing partnerships that bring value to CITGO customers through web-based and mobile media channels.

WeatherWave and CITGO will launch their program at 12:01 am on May 23, 2005 on CITGO.com.

About CITGO

CITGO Petroleum Corporation, based in Houston, Texas, is a refiner, transporter and marketer of transportation fuels, lubricants, petrochemicals, refined waxes, asphalt and other industrial products. The company is owned by PDV America, Inc., an indirect wholly owned subsidiary of Petróleos de Venezuela, S.A., the national oil company of the Bolivarian Republic of Venezuela. For more information visit [www.citgo.com](#).



About WeatherWave

WeatherWave, Inc., of Reston, VA, was founded in 2004 by Sande Smith and Mark Ross. Smith, who has over 30 years of experience in sales, marketing and technology executive management, was previously CEO of Dynatech NewStar, the leading U.S. provider of real-time news information systems to TV stations. Ross, who has over 19 years of information technology experience, was one of the first people to recognize the value of using text-to-speech (TTS) technology and interactive voice response (IVR) to deliver weather information in voice form to cell phones and telephones. Headquartered in Reston, Va., WeatherWave has datacenter co-location facilities in Ashburn, Va. For more information, visit www.weatherwave.com.

About ALAMO Studios

ALAMO Studios is a new breed of marketing communications agency focused on connecting your dotcom to the rest of your brand marketing. Their clients include Audi of North America, Brinker International, CITGO, Dallas Opera, and PRCA's Pro Rodeo Radio among others. ALAMO Studios is a HUB Certified Diversity Supplier in the State of Texas. For more information visit www.alamo-studios.com or contact Erik Dezendorf (erik@alamo-inc.com).

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