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For Immediate Release

Weather Central brings NAB to the Web with NAB:LIVE *Live broadcast to be featured online during NAB 2009*

[April 21, 2009] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, is pleased to announce that it will be broadcasting live from its booth during this year's National Association of Broadcasters (NAB) Show in Las Vegas, Nevada. The broadcast will include live presentations of new technology and bring the Weather Central NAB experience directly to users' computer screens.

"We respect the fact that many stations were not able to attend this year's NAB Show," said Anne VanDerGeest, Vice President of North American Sales for Weather Central. "NAB:LIVE is a great opportunity for our partners to experience the NAB Show and learn about what's new from Weather Central no matter where they are."

NAB:LIVE will be online Tuesday, April 21 and broadcast until Thursday, April 23. To experience NAB:LIVE, visit www.wxc.com or www.weathercentralondemand.com and follow the NAB:LIVE link.

Weather Central is committed to bringing broadcasters and viewers around the world the highest quality and most innovative weather and traffic solutions available. For more information about Weather Central, call +1 (608) 274-5789 or email sales@wxc.com.

About Weather Central Inc.

Weather Central Inc., founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 customers worldwide enjoy the benefits of Weather Central's attention to detail and insight, serving their total weather graphics needs. Products and services available from Weather Central and its affiliated companies - MyWeather and WCInteractive - are: 3D:LIVE™, :LIVE™, and NBC Weather Plus weather presentation systems; ESP:LIVE™, storm tracking system; A.D.O.N.I.S. FutureCast® and A.D.O.N.I.S. MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn²™, severe weather crawl system; LIVE:Wire™, automated severe weather information alert system; Personal MicroCast® and Live Online™, individualized, online weather information and forecast products; ScreenWRITER® and SportsWRITER®, interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

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