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For Immediate Release

## **Weather Central stays ahead of the curve with RouteCast™**

*The complete on-air, online and mobile solution keeps users in the know when on the go*

[April 13, 2009] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, and MyWeather, a division of Weather Central providing online and mobile location-based weather solutions, have announced the release of RouteCast 3.0. RouteCast is the complete multimedia traffic solution, utilizing the best locally-available data to provide in-depth traffic information to users on-air, online and via connected devices.

RouteCast HD, an on-air solution from Weather Central, allows broadcasters to provide a comprehensive, high-definition look at traffic conditions around their metro area. RouteCast HD emphasizes traffic information viewers want and need in a way that communicates quickly and clearly. With RouteCast HD viewers get the picture, and get it quickly! RouteCast HD high definition mapping and data takes viewers around the city to provide an in-depth look at traffic flow on all key traffic routes and allows broadcasters to highlight incident reports, construction updates, traffic cameras and even current radar.

RouteCast Online is a Web-based application that provides users with detailed, up-to-the minute reports on traffic flow as well as incidents, construction, and traffic cameras. Using the familiar Virtual Earth™ technology, RouteCast Online lets viewers create their own routes simply by clicking points on the map. Users can then view traffic flow over their saved routes and receive email traffic alerts based on pre-selected traffic threshold. Viewers can also view current radar to gain a better understanding of how weather may be a factor in their commutes. The map is viewable on a mobile-optimized Web page as well, giving users the ability to stay connected with traffic reports on the go.

Because weather often plays a large role in any traffic scenario, Weather Central and MyWeather are the only traffic provider to integrate current weather conditions into traffic projections in all their products. Using patented technology, RouteCast calculates both traffic flow and projected weather forecast for each segment of the road.

“RouteCast is not just about providing users with the highest-quality data available, but also personalizing the story for each and every user,” said Chris Kelly, president of MyWeather. “With custom routing across Web and mobile, a hyper-local on-air presentation, and full integration of weather conditions within traffic forecasts, MyWeather and Weather Central are providing a truly unprecedented user experience.”

Weather Central and MyWeather are 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](mailto:sales@wxc.com). To contact MyWeather, call +1 (608) 441-0400 or email [sales@myweather.net](mailto:sales@myweather.net).



## 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; WxWarn<sup>2</sup>™, 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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