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For Immediate Release

Weather Central Unveils Next Generation Storm Tracking with ECHO™ Data Suite *New technology to debut at NAB 2009*

[April 16, 2009] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions is pleased to unveil the ECHO™ data suite, a multi-dimensional data set that allows a broadcast meteorologist to communicate critical information to a television station's viewers like never before. ECHO is the second-generation of Weather Central's severe weather data package available for use exclusively in Weather Central's ESP:LIVE™ storm tracking system. The suite includes X-Vision™ 3D radar display, Storm Vitals™ data suite, TelePATH™ data suite, EchoPATH™ forecast radar and precipitation estimates and Level II NexRad composite imagery.

The new suite arrives on the heels of Weather Central's partnership with the National Severe Storms Laboratory (NSSL). Using the NSSL's storm-tracking algorithms, the most advanced in the world, ECHO provides broadcast meteorologists with the tools to accurately pinpoint the most dangerous areas of a storm. Used within the TelePATH data suite from Weather Central, meteorologist can predict the location and strength of tornadic activity, detect and identify probability of mesocyclones, predict and track storm cells and downbursts and more, all with amazing precision.

"Our partnership with the National Severe Storms Laboratory has allowed us to take storm tracking to a truly unprecedented level of precision," said Andy Rice, Senior Product Manager for Global Data Products at Weather Central. "With these solutions, meteorologists should feel confident that they're using the best storm tracking tools in the world, reaffirming their role as a trusted source for severe weather information within their communities."

The ECHO data suite will debut at the National Association of Broadcasters (NAB) Show in Las Vegas, NV and will be immediately available to all Weather Central partners who have implemented ESP:LIVE. Weather Central will also debut entirely new ECHO data sets at NAB 2009, including ShearVision™ low-level historic shear track, StrikeZONE™ lightning prediction and HailVision™ historic hail swath data.

To find out more about these and other Weather Central solutions, visit us at NAB or contact us at +1 (608) 274-5789 or 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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