



CONTACT: Steve Smedberg
Tel: +1-608-274-5789
SSMEDBERG@WXC.COM

For immediate release

Al Arabiya News Channel Adds Flavor with Weather Central

The Leading News Channel in the Arab World is the Latest in the MBC Group to Implement Weather Central Solutions

[January 8, 2009] Madison, WI – Weather Central LLC, provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, today announced that Al Arabiya News Channel is exclusively using 3D:LIVE from Weather Central for all of its weather programming. Al Arabiya is the leading news channel in the Arab world and provides 24/7 news programming throughout the middle-east.

Al Arabiya debuted the Weather Central System during the Hajj providing highly accurate rain and wind forecast helping those on the annual pilgrimage to Mecca plan their travels. Weather presenters at Al Arabiya used 3D:LIVE with Microsoft Bing maps to show wind, humidity, and temperatures for precise locations along the various routes of the pilgrimage. Al-Arabiya will also utilize Weather Central's revolutionary forecasting models to predict sandstorms, providing an invaluable service to its viewers. The channel will continue to expand its coverage, utilizing the 3D:LIVE system 24 hours a day to clearly and accurately present the most important weather stories in the Arab world.

"Al Arabiya was looking for a distinctive look for our weather segment," Said Ruba Ibrahim, Director of Operations for Al Arabiya "We are delighted that with Weather Central, we are able to provide our viewers with video and images that flavors their weather forecast. Our new weather system also provides our viewers with accurate weather information that is useful to plan ahead."

"Our systems provide Al Arabia and MBC with the ability to quickly and easily deliver relevant lifestyle information in an entertaining and digestible manner, enabling their viewers to plan and make decisions", said Bill Baker, president of Weather Central. "We are proud to have a relationship with such a well respected partner, and to add MBC and Al-Arabiya to our quickly-growing list of customers in the region and around the world."

Weather Central offers worldwide turnkey graphic solutions for weather-3D:LIVE™ HD, severe weather-ESP:LIVE™ HD, news-ScreenWRITER® HD, and traffic-3D:TRAFFIC™ HD. For more information visit about Weather Central, call +1 (608) 274-5789 or email globalsales@wxc.com.

About Weather Central, LLC

Weather Central, LLC, founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, print, mobile and enterprise weather solutions and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 clients and hundreds of millions of consumers worldwide enjoy the benefits of Weather Central solution's attention to detail and insight. Products and services available from Weather Central are: 3D:LIVE™, :LIVE™, Live Online™; ESP:LIVE™, ESP:Online™ and Live Interactive Radar™ storm tracking systems; A.D.O.N.I.S. FutureCast®, MicroCast®, and Personal MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn²™, severe weather crawl system; LIVE:Wire™, and LIVE:Wire Mobile Alert™ automated severe weather information alert systems; ScreenWRITER® and SportsWRITER®, interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

© 2009 Weather Central LLC, Madison, Wis. All rights reserved. Product specifications and availability are subject to change without notice. Weather Central LLC, :LIVE, GENESIS:LIVE, 3D:LIVE, ESP:LIVE, Weather Central MagicTRAK, LiveLine GENESIS, A.D.O.N.I.S. MicroCast, A.D.O.N.I.S. FutureCast, StormSentinel DV, WxWarn², ScreenWRITER, SportsWRITER, SimulCAST, X-Vision, Storm Vitals, TelePath, RainVision, SnowVision, FunnelPATH, CellPATH, HailZONE, GustZONE, MessoPATH, Always-On Training, Instant Mapping and WxPoint are either registered trademarks or trademarks of Weather Central LLC. All other trademarks contained herein are the property of their respective owners.

###