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FOR IMMEDIATE RELEASE

Weather Gets Personal with Weather Central Interactive, Online, and Mobile Tools for Broadcasters

Enhanced Forecast, Radar and Alerting Solutions Create One-to-One Relationship with Viewers

MADISON, Wis. April 08, 2010 -- Weather Central LLC, provider of the world's most viewed on air weather systems for broadcasters, today unveiled tools that enable broadcasters to create interactive, one-to-one connections with their viewing audience. From high-resolution personalized weather forecasts, reporting and radar that zoom down to street-level, to severe weather text message, email alerts and mobile delivery of weather information, the new tools from Weather Central increase the broadcaster's value to their viewers and ensure that station branding is consistently and continuously delivered.

"Weather reporting is one of the most valuable means of building and retaining a viewing audience," said Weather Central's vice president of media Terry Casey, "but the TV screen is only one of a growing set of ways in which people look for information. These new online, interactive and mobile tools are designed to deliver the same caliber of presentation that goes on air with 3D:LIVE within the more personal realms of a broadcaster's web site and other communications."

Personal Microcast 3.0 makes it easy to provide viewers anywhere in the world with hyper-local, street-level weather and traffic alerts via web pages and mobile web pages that merge on-air branding, graphics and personalities into a highly personalized news service for their locations. Geo-located advertising and station branding can be integrated to increase viewer awareness and create promotional opportunity. The easy to use interface allows any designated station employee to update content throughout the day to provide viewers with an ever-changing variety of compelling content, while emailed updates provide a personal connection to on air weather personalities. Integration with LIVE:Wire enables registered users to also receive severe weather alerts and Personal Microcast email updates.

LIVE:Wire Personal Alerts 2.0 automatically delivers instant alerts of breaking weather news to viewers via SMS text message or email that are tailored to their specific location. Hosted by Weather Central, the service allows broadcasters to send unlimited text messages for a flat rate.

Interactive Radar for ESP:Online 4.0 provides website visitors with a fascinating, branded interactive information tool that will help ensure they spend extended time on a broadcaster's site. Using Microsoft Bing mapping technology, the system lets users pan, scroll and zoom the



radar map down to street level while Weather Central High Definition Smoothview™ technology keeps the radar imagery in focus. An available Severe Weather Package complements a broadcaster's on air presentation allowing users to track and interact with storm cells, warnings, lightning strikes and more. Additional packages lend further interactivity include a forecast package and hurricane tracker. Pinpoint Publishing and Sponsor Layer tools lets the broadcaster add custom content including branding and advertising, as well as plot items and events of local interest.

The complete lineup of new online and interactive tools from Weather Central will be available in May 2010. For additional information about the complete range of solutions from Weather Central, visit www.wxc.com, 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 leading provider of professional on-air, online, print, mobile and enterprise weather solutions and forecasting in North America and to major customers worldwide. Utilizing the Company's dynamic weather graphics, precise forecast models and data, and patented technology, more than 1000 partners and hundreds of millions of consumers worldwide benefit from Weather Central's attention to weather presentation, detail and insight.

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