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For immediate release

Weather Central Introduces Road Segment-Based Weather Solutions for Location-Based and Mobile Services

First Solution for Connecting Weather Data with Industry-Standard Codes for Road Segments

January 27, 2010. Madison, Wis. – Weather Central LLC, a provider of state-of-the-art on-air, online, print, mobile and enterprise weather solutions, today introduced the first product for the location-based services (LBS) and mobile markets that delivers weather forecasts, updates and alerts based on road segment codes.

The new Weather Central Enhanced development suite provides a seamless interface for integrating Weather Central's new road segment-based data services with the full spectrum of new and existing LBS and mobile applications for navigation, distribution operations, telematics, web services, public safety and more. The suite leverages patented and patent-pending technologies from Weather Central to enable LBS and other Mobile providers to augment their products, integrating precision weather information formatted to merge perfectly with location-based data services.

"As industry and consumers grow increasingly dependent on location-aware information, it is important that vital data, like weather, map closely to other information services. The new suites from Weather Central simplify the development of services that can use and deliver reliable weather information for specific road segments," said Victor Marsh, chief technical officer for Weather Central. "The new development suite from Weather Central can be used to significantly enhance the location based services that enable the efficient flow of goods, services, and millions of commuters on the road every day."

The Weather Central Enhanced Development Suite is available immediately. For complete information visit www.wxc.com call +1 (608) 274-5789 or email lbs@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.

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