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FOR IMMEDIATE RELEASE

**WHDH, Boston Joins Sister Station WSVN, Miami and Over 100 Others in Transition to HD**  
*The HD+ Advantage Turns WHDH on with Weather Central*

[August 14, 2008] Madison, Wis – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces Sunbeam Television station WHDH of Boston, Mass., is broadcasting in HD with Weather Central technology. WHDH can now be seen broadcasting in their completely remodeled high-tech and high-def studio, outputting first class and brilliantly crisp on-air graphics. Because of their switch to Weather Central, the Sunbeam Stations also gained worldwide high resolution mapping, advanced storytelling tools and the ability to easily share content between their Boston and Miami locations.

Although the robust portfolio of successful HD installations and the vastly improved virtual set workflow were their initial attraction to making the switch to Weather Central, it wasn't that alone tipping the scale for WHDH. The success of the Weather Central solution at sister station WSVN ultimately prompted WHDH to make the switch.

"We partnered with Weather Central at WHDH in Boston because the system has proven a winner at sister station WSVN in Miami," said Alice Jacobs, Vice President, News, at Sunbeam Television.

"It's great to have WHDH as part of our esteemed list of partners," said Bill Baker, president of Weather Central. "They will continue to be pleased with our product releases beyond HD as we continue developing technologies that further simplify workflow, maximize resources and get content created and delivered to every platform viewers may choose to receive it - easily."

Weather Central's successful HD technology has allowed them to expand their focus and spend more research and development time solving broadcasters emerging and still distant challenges. In addition, Weather Central has created a comprehensive On-Demand user community and has partnered with industry leaders such as Microsoft® Virtual Earth™ and Hewlett-Packard.

"Our HD technology has been installed, tested and proven for seven years by stations all over the world," says Victor Marsh, chief technology officer for Weather Central. "We installed the first HD system back in 2001 and have since spent a lot of time evolving and refining our solutions to take advantage of new technology to continue our leading position." Marsh continues, "Broadcasters trust Weather Central's HD solution which is why we are winning in every sized market all over the world."

The Weather Central commitment to bringing viewers the highest quality of pictures in HD has positively impacted the presentation of weather coverage for WHDH and continues to provide credible technology for its clients all over the world.

For more information on the clear choice for HD call Weather Central at (608) 274-5789.

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### 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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