

CONTACT: Steve Smedberg

Tel: +1-608-274-5789

[SSMEDBERG@WEATHERCENTRAL.TV](mailto:ssmedberg@weathercentral.tv)

For Immediate Release

Weather Central Partners with ASU's Walter Cronkite School of Journalism and Mass
Communication
The Weather Central Terrace Set to Open in 2008

[January 17, 2008] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces an unparalleled partnership with the Arizona State University's Walter Cronkite School of Journalism and Mass Communication. Students will now benefit from Weather Central internship opportunities, cutting-edge technologies and on-demand tools and training that will prepare them for a career in broadcast media.

The Cronkite School's acquisition of the Weather Central product suite – 3D:LIVE™, DCE™ and high resolution worldwide mapping – will enable students to produce professional weather segments on Cronkite NewsWatch, the school's award-winning evening newscast carried on cable television across the Phoenix metropolitan area, and via the web.

In August 2008, the new six-story \$71 million dollar Walter Cronkite complex will open in downtown Phoenix. A terrace on the building's sixth floor, overlooking downtown Phoenix, will be named the Weather Central Terrace in honor of the partnership. Students will be able to use the Weather Central technology on the NewsWatch set and broadcast live weather reports from the terrace.

The partnership between Weather Central and ASU will allow students to deliver weather content via traditional on-air and new media initiatives. "Students will gain invaluable experience on-air and can prepare for a successful weather career utilizing the leading weather software and science in the marketplace today," said Bill Baker, President of Weather Central. "With unlimited access to the Weather Central On-Demand Web site they can network with over a 1,000 broadcast professionals throughout the world, post video resumes, gain feedback, see how other successful meteorologists are presenting the weather to their viewers and have 24/7 training at their fingertips."

"When people hear the name Walter Cronkite, they think 'excellence in journalism'," said Anne VanDerGeest, Vice President of North American Sales of Weather Central. "We at Weather Central are thrilled to be working with the esteemed Cronkite School and believe that this partnership will provide students with the best tools and technology available today for broadcast weather. We are looking forward to the opening of the state-of-the art facility in '08 and having the opportunity to further showcase our solutions."

Cronkite Dean, Christopher Callahan, said "The technology will put the students' weather reports on the same level as major market TV network affiliates around the country."

"We are indebted to Weather Central for creating this wonderful opportunity for our students," Callahan said. He added that the Weather Central technologies also have critical applications in news reporting, providing satellite imagery and mapping to help viewers pinpoint stories from around the block and around the world.

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Weather Central and ASU will begin implementation this spring. For more information about Weather Central solutions, please call (608) 274-5789, or visit www.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.

About Cronkite School

The Cronkite School is a nationally recognized professional journalism program with more than 1,500 students. Cronkite students finished first nationally in both the Hearst Journalism Awards and the Society of Professional Journalist's Mark of Excellence competition. The school's signature is a series of full immersion professional capstone programs such as Cronkite NewsWatch and Cronkite News Service, which provides daily news stories to newspapers, TV stations and Web outlets around the region. The Cronkite School also is the home of the Donald W. Reynolds National Center for Business Journalism, the Knight Center for Digital Media Entrepreneurship and the New Media Innovation Lab.

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