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Sinclair Broadcast Group Chooses Weather Central for HD
All Sinclair Group Local Stations Transition to Weather Central in 2008

[April 14, 2008] Las Vegas, NV – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces the Sinclair Broadcast Group has selected Weather Central, Inc and sister company MyWeather, LLC as the exclusive solution providers for all Sinclair owned stations' broadcast and online weather needs.

"Sinclair took the assignment to choose a new weather vendor very seriously," said Del Parks, Vice President of Operations and Engineering for Sinclair Broadcast Group. "We wanted an HD product that would really pop and make the viewers feel that they are involved with the weather."

"We began the selection process by evaluating all of the weather vendors at NAB 2007, after which we dispatched a team of meteorologists to visit each vendor candidates' facilities. Weather Central showed great HD content, unique interactivity with MagicTRAK, and their desktop component fit in with our overall news and internet strategy. That is why we ultimately chose Weather Central."

"The Weather Central solutions give our meteorologists storytelling tools to help viewers see weather information in ways never before possible," said Joe DeFeo, Vice President of News for Sinclair Broadcast Group. "The real-time storm tracking in ESP:LIVE, MetroVision realistic visual forecasts and MagicTRAK interactivity are empowering us to philosophically change the way we cover severe and every day weather."

Chief Meteorologist Charlie Lopresti of WGME in Portland Maine was part of the team of meteorologists that the Sinclair stations chose to evaluate the vendors. "We came away with the strong understanding that Weather Central had a superior product. It provided us with better storytelling tools, and was the easiest to use, especially during severe weather, which is when you really don't have time to worry about whether your system is going to perform. The ability to tell viewers the precise weather story is critical when the weather is bad. Whether it is where the rain changes to snow, if it is going to hail, or if there is a tornado and it is imperative to take immediate shelter, we are now able to be on camera in the key-wall while covering the story which is really going to help our viewers."

The five year agreement between Sinclair and Weather Central includes both on-air and online content creation and distribution solutions. For online use, Sinclair stations purchased the :LIVE Online™ desktop component which includes web content. For on-air use, the agreement includes 3D:LIVE™ HD for everyday weather, SuperMicroCast® for precise forecasting, ESP:LIVE™ HD with X-Vision™ for storm detection and radar analysis, and LIVE:Wire™ HD for information alerting. In addition, two of the Sinclair stations, WBFF in Baltimore, MD, and WSYX in Columbus, OH, purchased the 3D:Traffic RouteCAST™ HD solution for their on-air traffic coverage.

"Sinclair is a media leader," said Anne VanDerGeest, Vice President of North American Sales for Weather Central. "We are excited to work with them to provide unique solutions to their viewers on-air in high definition and online. They have a clear vision and strategy to lead in their markets, and we appreciate their confidence in our ability to help them execute."



"In the long run, we will now be able to present weather stories exactly as our viewers expect," added DeFeo.

"Sinclair has worked with Weather Central in the past, and we expect that our great relationship will continue in the future, and continue to help us win," Parks concluded.

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; NewsNAVIGATOR™ interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

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