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FOR IMMEDIATE RELEASE

Steve Smedberg promoted to Vice President of Operations
Director of Product Management to Oversee All Weather Central Departments

[February 25, 2008] Madison, WI – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces Steve Smedberg as the appointed Vice President of Operations at Weather Central.

"I am pleased that Steve has accepted the role as Vice President of Operations at Weather Central." said Bill Baker, President of Weather Central. "Steve has held many positions at Weather Central which makes him uniquely qualified to lead our day to day operations. Our company has grown rapidly in the past few years and Steve's commitment to ensuring we maintain the highest level of services, support and communication to our clients has been the key to this success."

Aside from his original roles of heading up both the Marketing and Product Management Departments, Smedberg will now also oversee the day-to-day operations of every department within the company.

"Weather Central is fortunate to have more than our fair share of bright, energetic employees," said Smedberg. "I am thrilled to be able to work with all of them in building a championship team."

Smedberg's new responsibilities will help administer all of the professional divisions that have ultimately led to the growth and success of Weather Central's worldwide production.

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.

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