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Weather Central Partners with the University Of Miami School of Communication

[February 29, 2008] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, today announces a breakthrough partnership with the University Of Miami School of 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 Weather Central On-Demand team installed the new equipment in the Wolfson Building television studio suite earlier this year. Students now have the ability to produce professional on-air weather forecasts using Weather Central 3D:LIVE™ 3.0, interactive on-air weather presentation system and Microsoft® Virtual Earth™, high resolution worldwide mapping imagery.

"Weather Central is proud to be able to help the next generation of meteorologists polish their skills and connect with experienced professionals around the world," said Steve Smedberg, VP of Operations for Weather Central. He added, "By opening the doors of our unique on-demand web community to the University of Miami students, we are helping them prepare for one of the great careers in meteorology and journalism."

The need for broadcast forecasting solution came from a newly developed double major in broadcast journalism and meteorology.

"This dual major has provided the impetus for us to get the program," said Steve Yavner, the school's director of broadcast operations. "Before the dual major there was really never a big request."

"Students have been able to use our digital studios with Weather Central's software for the first time this semester," said Brian Soden, the school's coordinator of meteorology. "The class maxed out right away and the students love it."

The School Of Communication has hired Weather Central user John Gerard from NBC6 in Miami to teach a course in broadcast meteorology this spring using the new technology.

The affiliation with the University of Miami has allowed Weather Central to also offer weather graphics training certifications which, after the training courses are completed, is presented to students as an excellent addition to a resume. One student each summer will also be given a one week internship opportunity to study at Weather Central headquarters.

For more information about partnering for education or on any Weather Central solutions, please visit www.wxc.com.

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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; 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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