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MyWeather brings first interactive live local radar to the Web

Madison, WI – MyWeather, LLC, the industry leading developer of digital weather and traffic solutions, announces the release of ESP:Online™: Live Local Interactive Radar™ (LLIR), an application that allows broadcasters to utilize their live radar over an interactive Microsoft® Virtual Earth™ map. The application is the first of its kind and is the most accurate and timely interactive radar solution available to the broadcast market.

LLIR is a hyper-local weather application that uses the data feed directly from a station's live Doppler radar, providing end-users with a real-time, animated and exceptionally detailed level 2 radar. Also, the application gives the station the opportunity to include its own radar branding and color scheme, maximizing the broadcaster's brand while providing an unprecedented user experience.

"Broadcasters can differentiate themselves online with Live Local Interactive Radar in the same way their live radar gives them a competitive advantage on-air," said Chris Kelly, president of MyWeather, LLC. "Only MyWeather delivers the tools to leverage this live radar advantage online. As the battle for audience heats up online, it is critical for broadcasters to stand out from the crowd."

With over ten years of providing Web and mobile weather, traffic and news solutions, MyWeather is committed to bringing broadcasters premium weather content and applications to drive audience and generate revenue. MyWeather has over 150 clients on its Interactive Radar platform, including Hearst-Argyle, Cox, Raycom, Quincy, Nexstar, and many more. To find out more, contact MyWeather at sales@myweather.net or (608) 441-0400.

MyWeather, LLC

MyWeather is a leading provider of personalized weather and traffic content solutions to media and consumers. MyWeather's patented technologies provide users with hyper-local weather alerts and forecasts, and personalized weather and traffic information to drive audience. We deliver weather and traffic online, to mobile devices, and to broadcasters worldwide.

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