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For immediate release

Weather Central empowers developers and information workers with critical weather information

Strategic relationship with Microsoft opens broad programmatic access to hyper-local, precise forecasts

[November 17, 2009] Madison, Wis. – Weather Central, LLC, provider of state-of-the-art broadcast weather, news, traffic, and sports solutions, is pleased to announce that it is providing critical weather data to developers and information workers. Weather Central is the first weather services provider to work with Microsoft Corp. on the Microsoft codename Dallas initiative and has worked extensively with Microsoft on past broadcast and online solutions that are currently viewed by millions of consumers across the globe.

Using the exclusive MicroCast® forecasting model, Weather Central will provide developers with weather information for any latitude/longitude point. The data will be valuable to both those developing weather-related applications and to business decision makers. Precise, hour by hour forecast information provides developers with needed tools to create solutions for asset deployment, risk management, inventory management, scheduling and other key business decisions.

“We’ve worked hard to be the first weather services provider to collaborate with Microsoft on this initiative”, said Vic Marsh, Chief Technology Officer at Weather Central. “Our past projects with Microsoft led to tremendously successful applications, and we’re confident that Microsoft codename Dallas will change the way weather information is used in the business environment.”

“With Microsoft codename Dallas, we are providing developers, content providers and information workers a marketplace that allows easy and flexible access to information and reference content enabling a wide variety of scenarios for applications to analytics,” said Ted Kummert, senior vice president of the Business Platform Division at Microsoft Corp. “Weather Central is a perfect choice as a data provider for this due to their high quality tools, reliability and proven track record.”

Since 1974, Weather Central has been committed to bringing consumers across the globe the highest quality and most innovative weather solutions available. For more information about Weather Central, call +1 (608) 274-5789 or email sales@wxc.com.

About Weather Central, LLC

Weather Central, LLC, founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, print, mobile and enterprise weather solutions and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 clients and hundreds of millions of consumers worldwide enjoy the benefits of Weather Central solution’s attention to detail and insight. Products and services available from Weather Central are: 3D:LIVE™, :LIVE™, Live Online™; ESP:LIVE™, ESP:Online™ and Live Interactive Radar™ storm tracking systems; A.D.O.N.I.S. FutureCast®, MicroCast®, and Personal MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn²™, severe weather crawl system; LIVE:Wire™, and LIVE:Wire Mobile Alert™ automated severe weather information alert systems; ScreenWRITER® and



SportsWRITER[®], interactive news and sports presentation systems; and WxPoint[™], automated localized weather display system.

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