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**MyWeather builds on success, unveils MyWeather Mobile for BlackBerry**  
*Award Winning App makes its BlackBerry debut*

Madison, WI – MyWeather.com, a division of Weather Central, LLC, has announced the release of MyWeather® Mobile and MyWeather Lite for the BlackBerry Storm and Pearl handsets. The application features animated street-level radar and satellite maps, 36-hour temperature, precipitation and wind trend graphs, 7-day forecasts and current conditions for over 10,000 U.S. and International cities. MyWeather is also available on the BlackBerry App World for the BlackBerry Curve, Tour and Bold handsets.

MyWeather Mobile combines high-resolution animated radar and satellite imagery with Microsoft® Bing™ technology, letting users view weather conditions at their specific location—or any other location around the country. The Storm application displays a full-screen version of the map and radar, allowing users to pan and zoom the map down to the street level, exactly as a broadcast meteorologist would. This precision also allows users to zoom into golf courses, schools, stadiums, or any other key points of interest and view radar at that exact location.

In addition to the interactive radar, MyWeather Mobile also offers accurate and robust weather data including GPS technology (if supported by device/carrier) that allows users to automatically receive the current conditions and forecast for their exact location. In addition to detailed seven-day forecasts, the application features a 36-hour trend graph providing users with a detailed, hour-by-hour description of temperature, wind and sky conditions.

“We’re excited to build on the success of the MyWeather Mobile iPhone application and offer BlackBerry users a truly unique weather experience”, said Chris Kelly, president of MyWeather.com. “It’s important to give as many mobile users as possible a superior weather solution that makes the best possible use of their preferred device.”

MyWeather Mobile is available now in the BlackBerry App World. To view more information on the application, please visit [www.myweather.com](http://www.myweather.com). MyWeather Lite, a free, simplified version of the application, is also available on the BlackBerry App World.

**About MyWeather.com**

MyWeather.com, a Division of Weather Central, provides users with patented, 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. MyWeather Mobile is available for iPhone App Store, Android Marketplace, BlackBerry App World and the Nokia Ovi Store application storefronts.

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