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For immediate release

Weather Central 3D:LIVE Powers Unique New Look of Broadcast Weather for RTVE

Spain's Leading Broadcaster Brings High-Accuracy, Visually-Stunning Weather System to Life for Its Multi-National Audience

February 10, 2010. Madison, Wis. – Weather Central LLC, provider of the world's most-viewed on-air, online, print, mobile and enterprise weather solutions, has helped Spain's leading broadcaster, Radio Televisión Española (RTVE), deploy a sophisticated new broadcast weather forecast, alert and news systems. The Weather Central 3D:LIVE™ system enables RTVE to deliver precise and visually compelling weather information to millions of viewers both in Spain and worldwide.

The Head of the Área del Tiempo at Radio Televisión Española, Mònica López said, "We want RTVE to be the public's first choice for weather and news, so we set very high goals for our redesigned weather broadcasts. It is critical that the solution provide both a captivating look for the broadcast and extremely accurate forecasting. Weather Central has enabled RTVE to excel in every respect, integrating the very best weather data with stunning 3D graphics."

The solution for RTVE is built on Weather Central 3D:LIVE, a complete broadcast weather platform that integrates real-time data, 3D effects and animations, high resolution maps and comprehensive storytelling tools. Exclusive MagicTRAK™ technology from Weather Central enables RTVE meteorologists to interact with data, maps and other elements while on air using the tip of their finger.

Data integration is essential to the system's remarkable accuracy and RTVE had unique sources it wanted to include. Weather Central enabled RTVE to be the first broadcaster to air the newest comprehensive data sets provided by Agencia Estatal de Meteorología (AEMeT), Spain's state weather service, to provide information and forecasting at the highest resolution.

"RTVE is establishing a very high standard for broadcast weather," said Chip Mobley, Vice President of International Business at Weather Central. "RTVE is taking full advantage of the power and flexibility of Weather Central 3D:LIVE to deliver weather information that viewers find captivating and indispensable."

For complete information about 3D:LIVE and the complete range of solutions from Weather Central, visit www.wxc.com, call +1 (608) 274-5789 or email globalsales@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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