



CONTACT: Steve Smedberg  
Tel: +1-608-274-5789  
SSMEDBERG@WEATHERCENTRAL.TV

For Immediate Release

**Chip Mobley Appointed new Vice President of International Sales**  
*Regional Sales Manager Promoted to Help Direct Growing  
International Sales Department*

[February 22, 2008] Madison, WI – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces Chip Mobley as the new Vice President of International Sales.

Mobley has worked in Weather Central's sales department since October 2003, initially as a Regional Sales Manager. His expertise is being used to market and facilitate the emerging International Sales Department, which because of exceptional growth has added many new clients to the already outstanding list of esteemed customers (China, Kuwait, India, Europe, Dominican Republic and many more).

"Chip's ability to understand broadcaster's needs and help them win has been the cornerstone to his success over the past few years." said Bill Baker, President of Weather Central.

"I look forward to building upon the success that Weather Central has experienced in North America and China and delivering our message to all areas of the globe." said Mobley. "With the strategic approach we have taken with our products and services, we are well position for success globally."

Both Weather Central and its clients will continue to benefit from Mobley's unrelenting commitment to helping broadcasters differentiate themselves and connect with their viewers.

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; WxWarn<sup>2</sup>™, 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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