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FOR IMMEDIATE RELEASE

Traffic and Weather Together From Weather Central and MyWeather
RouteCast® Offers the Perfect Multimedia Traffic and Weather Solution

[May 1, 2008] Madison, Wis. – Weather Central, provider of state-of-the-art broadcast solutions, and sister company MyWeather, the industry leading developer of weather and traffic digital content, announce the release of RouteCast 1.5, the complete on-air, online and mobile traffic solution.

According to The Harris Poll® #16, February 22, 2007, 76 percent of Americans say that traffic in their community is a serious or moderate problem. RouteCast addresses this problem by providing accurate, integrated and comprehensive traffic and weather information that can be customized to any metro area.

“We work diligently with a variety of traffic vendors to assure that we provide the best locally-available information,” said Chris Kelly, MyWeather's Executive Vice President of Strategic Partnerships.

RouteCast is designed with SimulCAST™ technology, a new workflow innovation from Weather Central. SimulCAST allows stations to easily create and distribute content to multiple media channels with a click of a button. Within RouteCast, stations can input information from traffic spotters and push that information instantly to multiple platforms.

On-air, RouteCast HD implements Weather Central 3D:Traffic™ technology to provide broadcasters with real-time traffic flow and incident data, radar data and high resolution mapping. Patented MagicTRAK® technology allows talent to interact with multiple video sources and Scene Launch™ live video feeds with the most up-to-date information.

Online, RouteCast traffic and weather data provide comprehensive travel forecasts for users' personal routes, up to 24 hours in advance. A traffic blog enables broadcasters to post messages about commutes, travel, and other traffic-related information quickly and easily to its website. Users can preset their own key travel routes and RouteCast will notify them to adjust their travel plans based on incidents on their custom routes.

“RouteCast provides a seamless integration of broadcast, web, and mobile traffic and weather that allows users to have access to up-to-the minute information regardless of their location,” Kelly said.

For further information on RouteCast please visit www.routecast.com or contact Kevin O'Leary at 608-274-5789.

About Weather Central Inc.

Weather Central Inc., founded in 1974 by broadcasters and meteorologists based in Madison, Wis., is the leader in providing professional on-air, online, and print weather systems, 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.



MyWeather, LLC

MyWeather, LLC 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. MyWeather solutions reach more than 90 percent of U.S. and Canadian households. Contact us at Sales@MyWeather.net, call us at (608) 441-0400 or visit us online at www.MyWeather.net.

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