



CONTACT: Steve Smedberg  
Tel: +1-608-441-0400  
SSMEDBERG@WXC.COM

FOR IMMEDIATE RELEASE

## **Televisa turns to Weather Central to strengthen position in market** *Weather analysis and message unified across six stations*

[February 3, 2009] Madison Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions is pleased to announce that six Televisa affiliates throughout northern Mexico have implemented Weather Central weather solutions. The six affiliate stations, located in Tijuana, Veracruz, Guadalajara, Ciudad Juarez, Matamoros and Monterrey, have already begun broadcasting with Weather Central's 3D:LIVE™ and Metrovision® products, raising the bar for weather coverage in the region.

Over the past few years, weather news has become more prevalent in northern Mexico, according to Sergio Romero, Local Stations Technical Director at Televisa. "The extreme climate we experience here, including everything from grueling heat to powerful hurricanes, makes weather coverage exceedingly important", said Mr. Romero, "Televisa is committed to offering the highest quality weather services to our viewers, and we felt Weather Central's products gave us the best opportunity to provide unbeatable weather coverage."

The partnership provides Televisa with Weather Central's Dedicated Content Engine™ (DCE™) as well as their weather data services, providing national, regional and highly localized coverage in each market. Televisa has vastly improved its weather coverage across all markets, emphasizing coordination in weather information analysis, graphical output and overall message. Weather Central's 3D:LIVE solution allows Televisa to connect with viewers with unique real-time content, engaging interactive forecasts, worldwide high-resolution mapping and industry leading hurricane tracking technology.

"We're thrilled that Televisa chose Weather Central to help them strengthen their presence across Northern Mexico," said Steve Smedberg, Vice President of Operations at Weather Central. "We look forward to building on this relationship and doing everything we can to ensure that Televisa is successful with our products."

Weather Central is committed to bringing viewers the highest quality SD and HD weather solutions available, and has positively impacted the presentation of weather coverage across the globe. For more information about Weather Central, call +1 (608) 274-5789 or email [sales@wxc.com](mailto:sales@wxc.com).

### 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.

# # #

© 2009 Weather Central Inc., Madison, Wis. All rights reserved. Product specifications and availability are subject to change without notice. Weather Central Inc., :LIVE, GENESIS:LIVE, 3D:LIVE, ESP:LIVE, Weather Central MagicTRAK, LiveLine GENESIS, A.D.O.N.I.S. MicroCast, A.D.O.N.I.S. FutureCast, StormSentinel DV, 3D:Traffic, RouteCast, WxWarn<sup>2</sup>, LIVE:Wire, ScreenWRITER, SportsWRITER, NewsNAVIGATOR, SimulCAST, X-Vision, Storm Vitals, TelePath, RainVision, SnowVision, IceVision, FunnelPATH, CellPATH, EchoPATH, HailZONE, GustZONE, MessoPATH, Always-On Training, Instant Mapping and WxPoint are either registered trademarks or trademarks of Weather Central Inc. Personal MicroCast and Live Online are trademarks of MyWeather LLC. All other trademarks contained herein are the property of their respective owners.

92-1-ALL