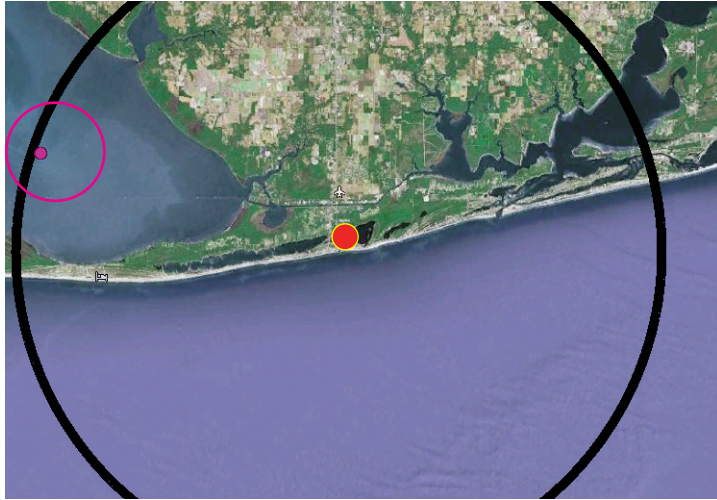


Safety Solutions In Action

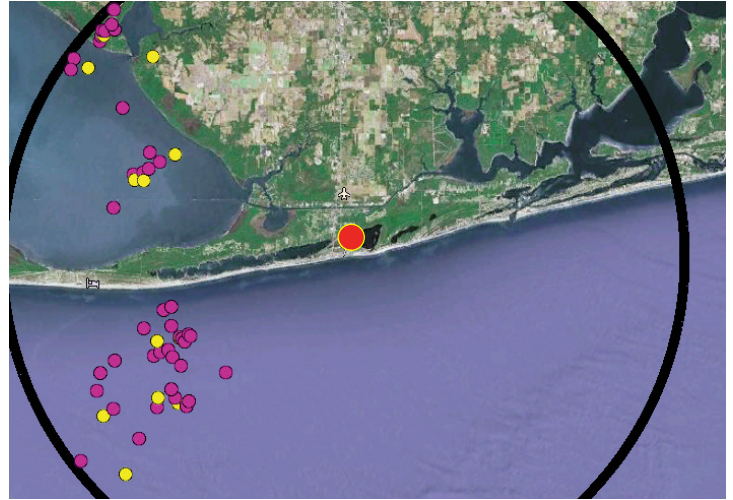
WHAT: Boy Survives Lightning Strike at Beach

WHERE: Gulf Shores, Alabama

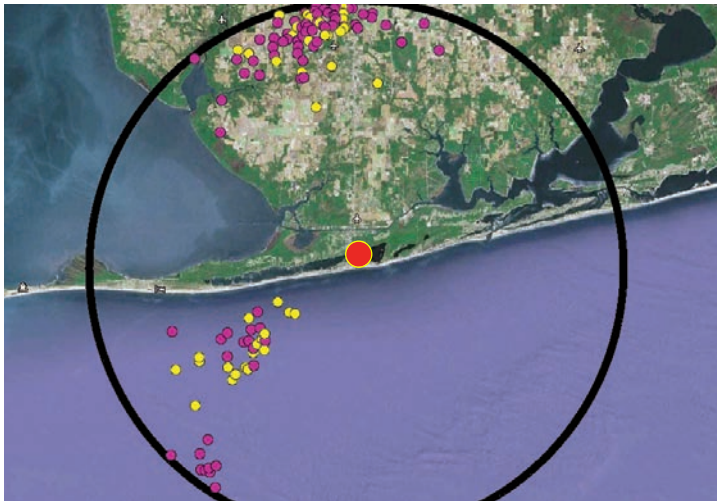
WHEN: June 10, 2012



8:52 AM – First in-cloud lighting (magenta) activity within 15 miles detected – more than 1 hour 13 minutes notice prior to strike.



9:30 AM – Several in-cloud and cloud-to-ground (yellow) strikes within 10 miles – more than 30 minutes prior to strike.



9:55 - 9:57 PM – Lighting was within 5 miles of the reported strike location 10 minutes prior to the reported strike.



10:02 - 10:07 AM – A lot of in-cloud activity strikes in the area with multiple cloud-to-ground strikes near reported victim.

WeatherBug offered clients in the area 1 hour and 13 minutes advanced warning.

This Event Demonstrates How Advanced Warning Can Help Save Lives

This event demonstrates the tremendous value of a TOTAL LIGHTNING. Total lightning data is critical and WeatherBug is the only provider that can detect TOTAL LIGHTNING to this level.

WeatherBug provides management and key personnel with a turnkey solution that constantly monitors dangerous weather conditions and issues customized alerts in real time. WeatherBug provides on-site detection and advanced alerts for lightning and severe weather to multiple locations via multiple methods — mobile devices, computers, indoor alerting devices or to an outdoor alerting system.