WeatherBug® by Earth Networks™

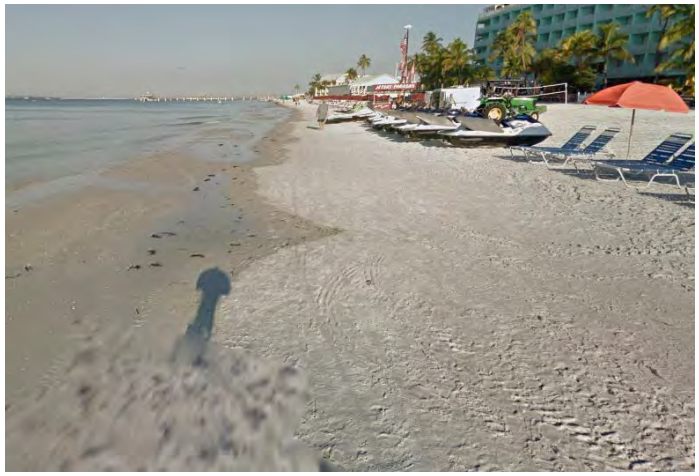
Know Before™ with Advanced Safety Solutions

WHAT 1 dead, 2 injured in lightning strike near beach resort

WHERE Fort Myers Beach, FL

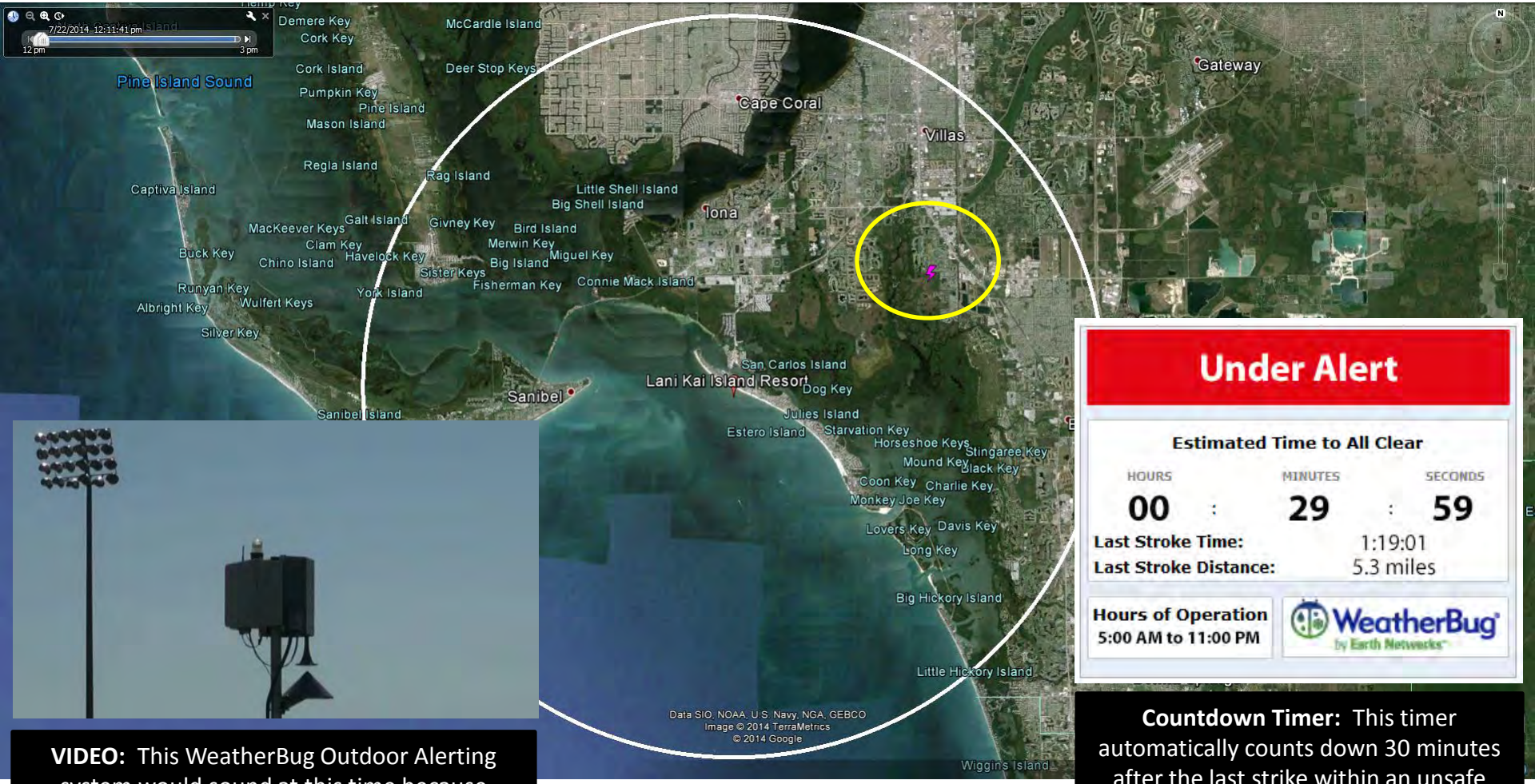
WHEN: Tuesday, July 22, 2014

OUR ADVANCED ALERT: **118 MINUTES**



118 minutes prior to strike

12:11 PM EDT – The first in-cloud lightning (magenta) strikes are detected approximately 5.88 miles from the beach area. The white ring represents a 10-mile radius.



VIDEO: This WeatherBug Outdoor Alerting system would sound at this time because lightning is within an unsafe range. Notifications would also be sent to key personnel.

Under Alert

Estimated Time to All Clear

HOURS	MINUTES	SECONDS
00 :	29 :	59

Last Stroke Time: 1:19:01

Last Stroke Distance: 5.3 miles

Hours of Operation
5:00 AM to 11:00 PM

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Countdown Timer: This timer automatically counts down 30 minutes after the last strike within an unsafe distance. It resets to 30 when a strike is detected within the radius.

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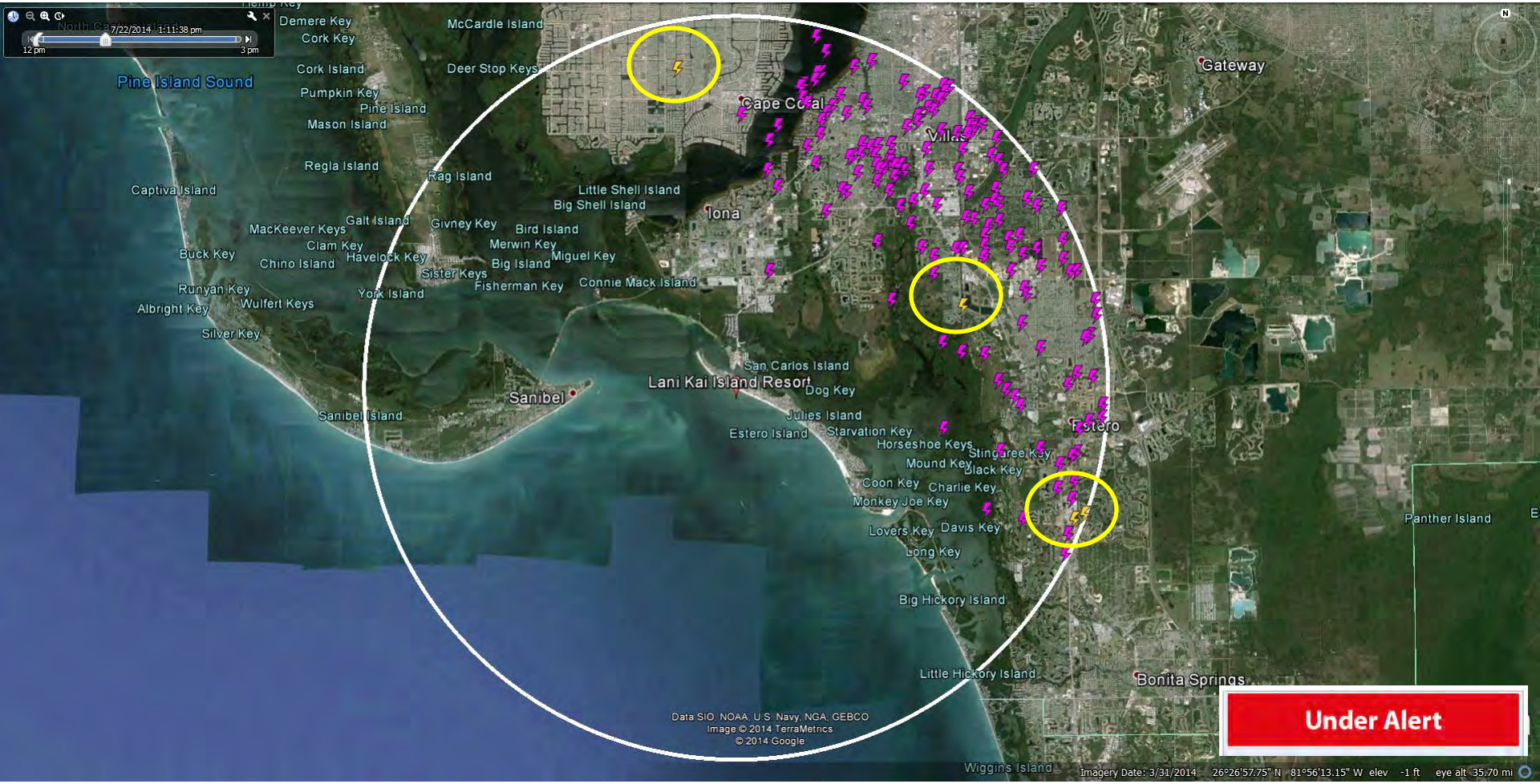
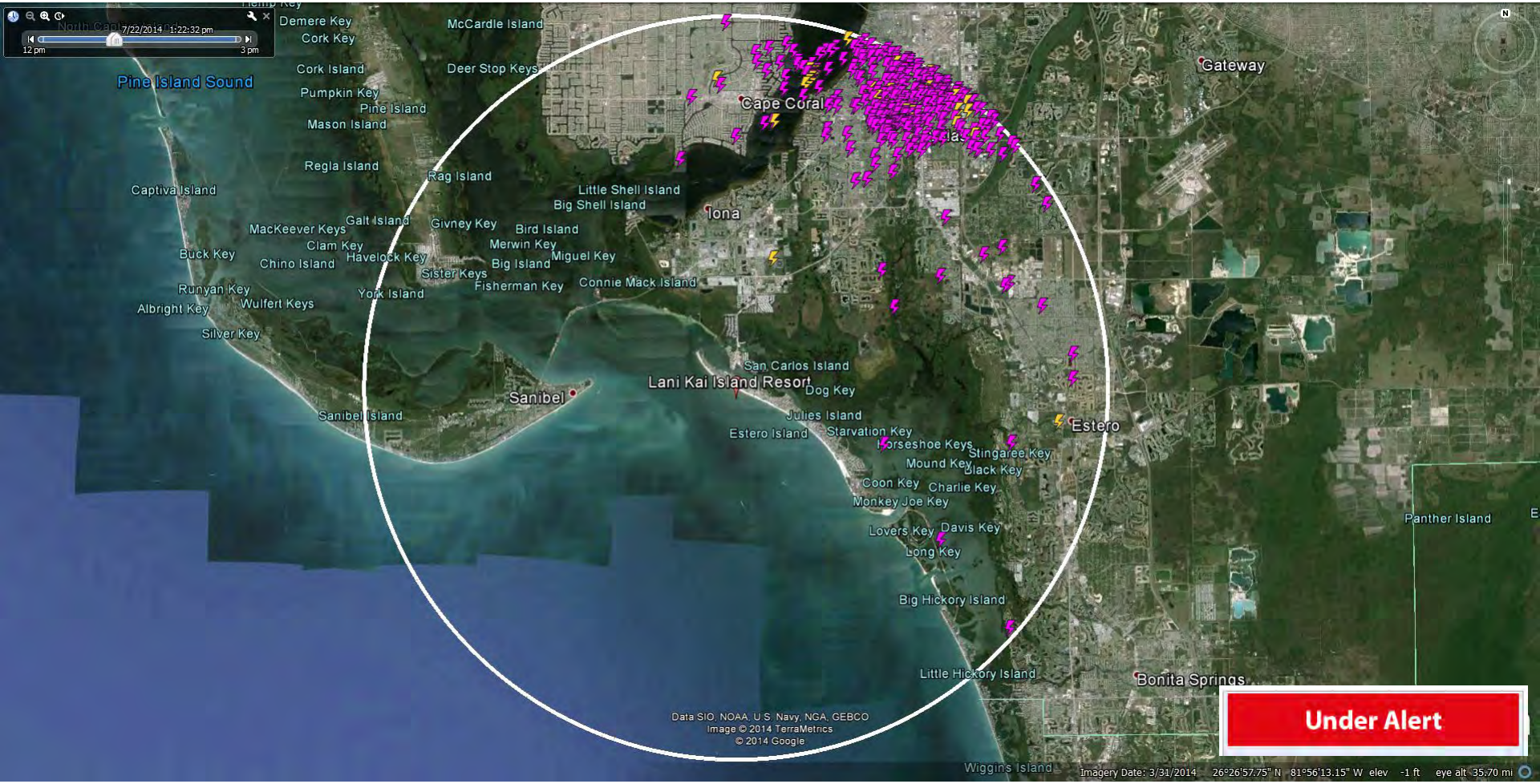
58 - 118 minutes prior to strike

12:11-1:11 PM EDT – Lightning continues within an unsafe range for the next hour. The first cloud-to-ground (yellow) lightning strikes are detected.



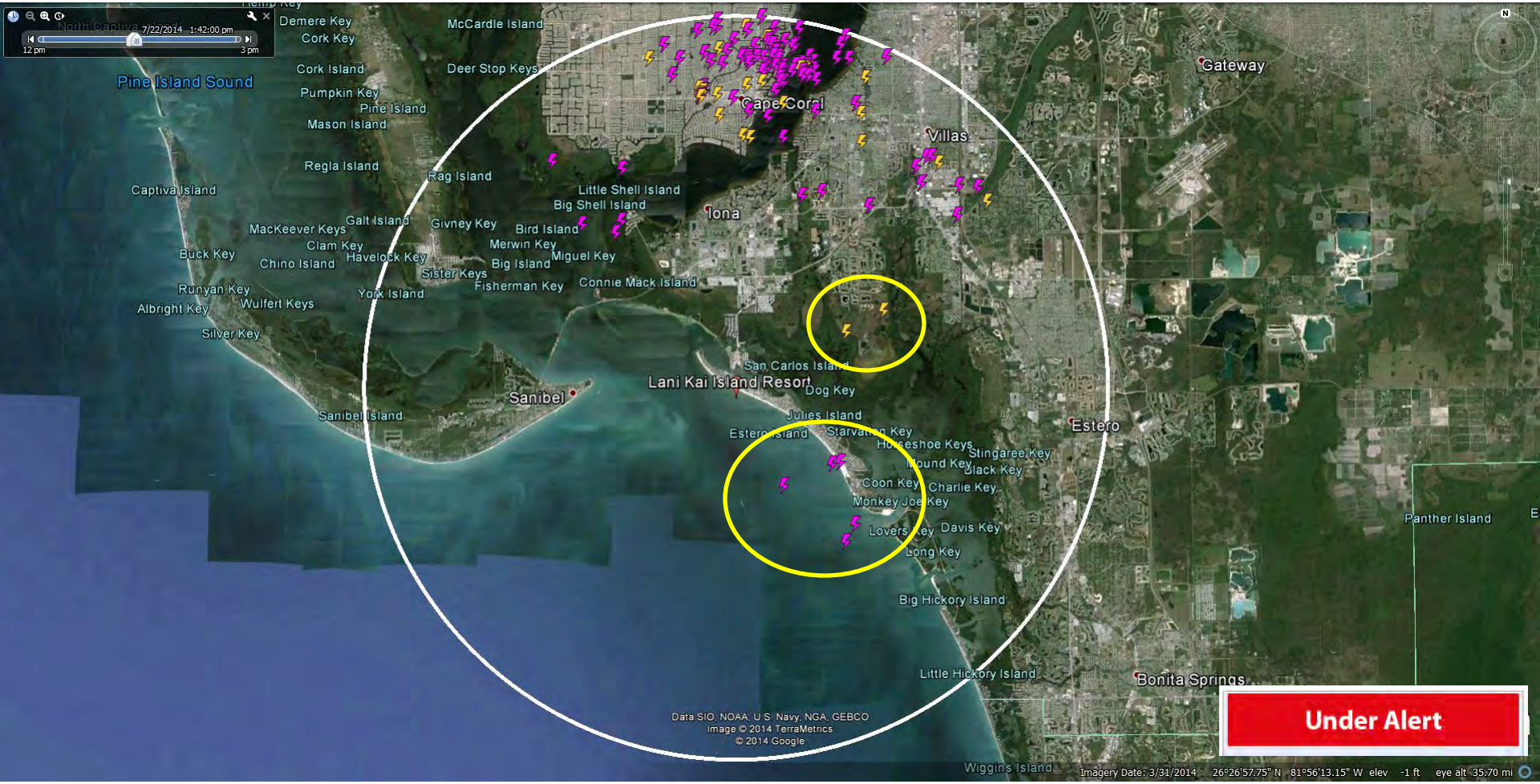
47 minutes prior to strike

1:22 PM EDT – Lightning continues within an unsafe range within the 10-mile radius.



27 minutes prior to strike

1:42 PM EDT – Lightning continues north of the beach. Cloud-to-ground and in-cloud lightning is detected approximately three miles from the beach area.



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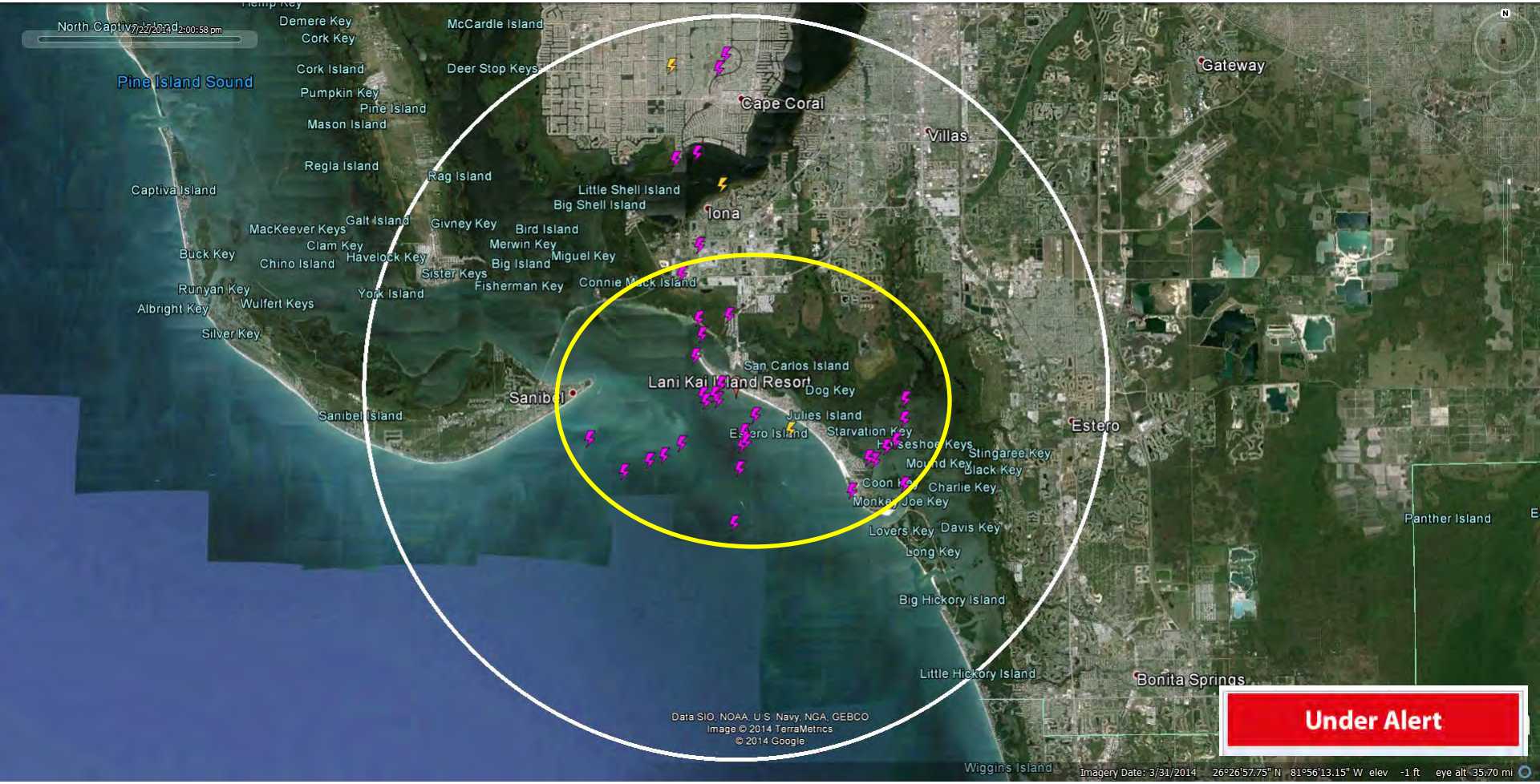
9 minutes prior to strike

2:00 PM EDT – In-cloud lightning starts right over the beach area and a cloud-to-ground strike is detected 1.75 miles away.



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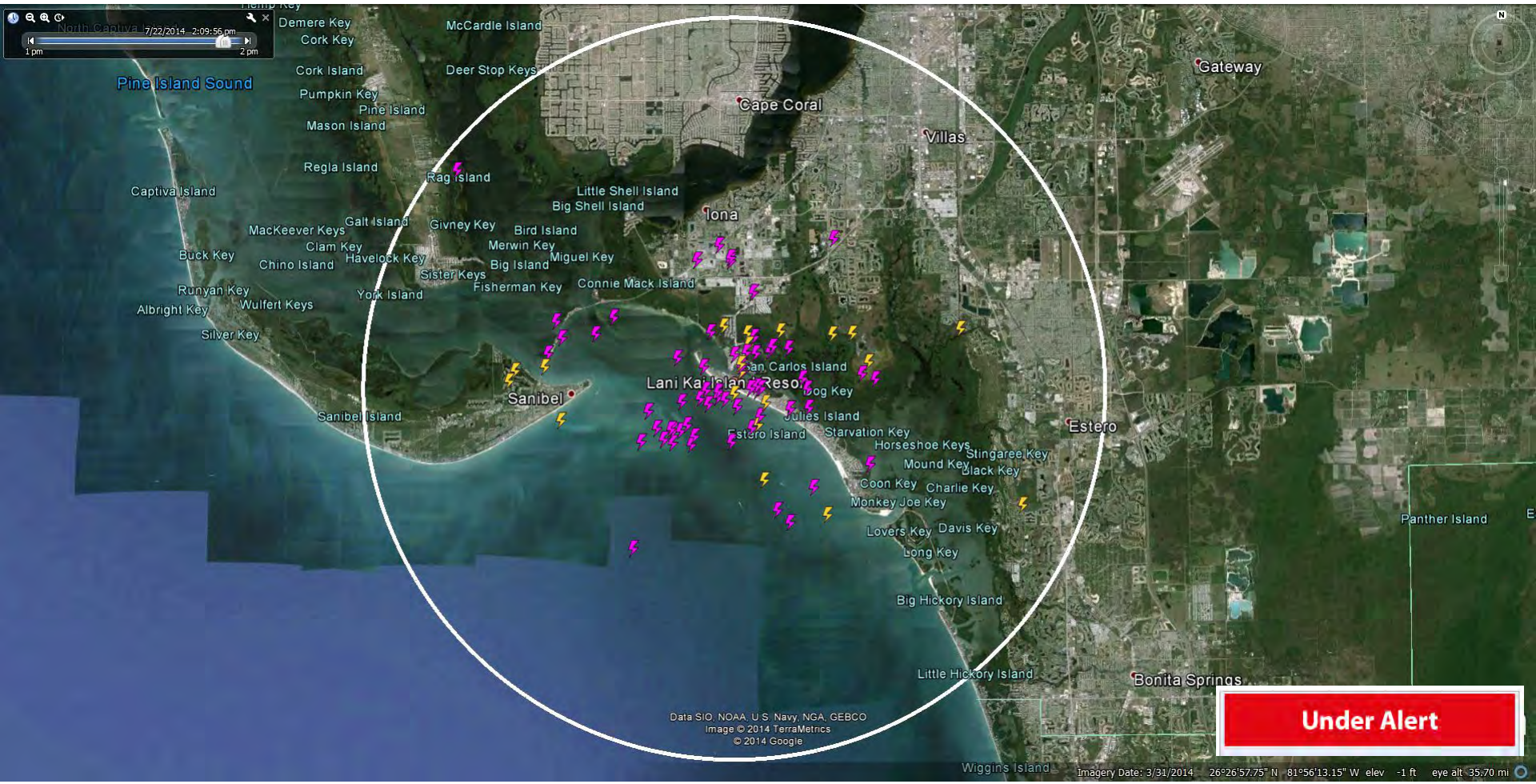
FATAL CLOUD-TO-GROUND LIGHTNING STRIKE

2:09 PM EDT – A cloud-to-ground strike, an estimated .12 miles from the resort, is identified as the likely fatal strike.



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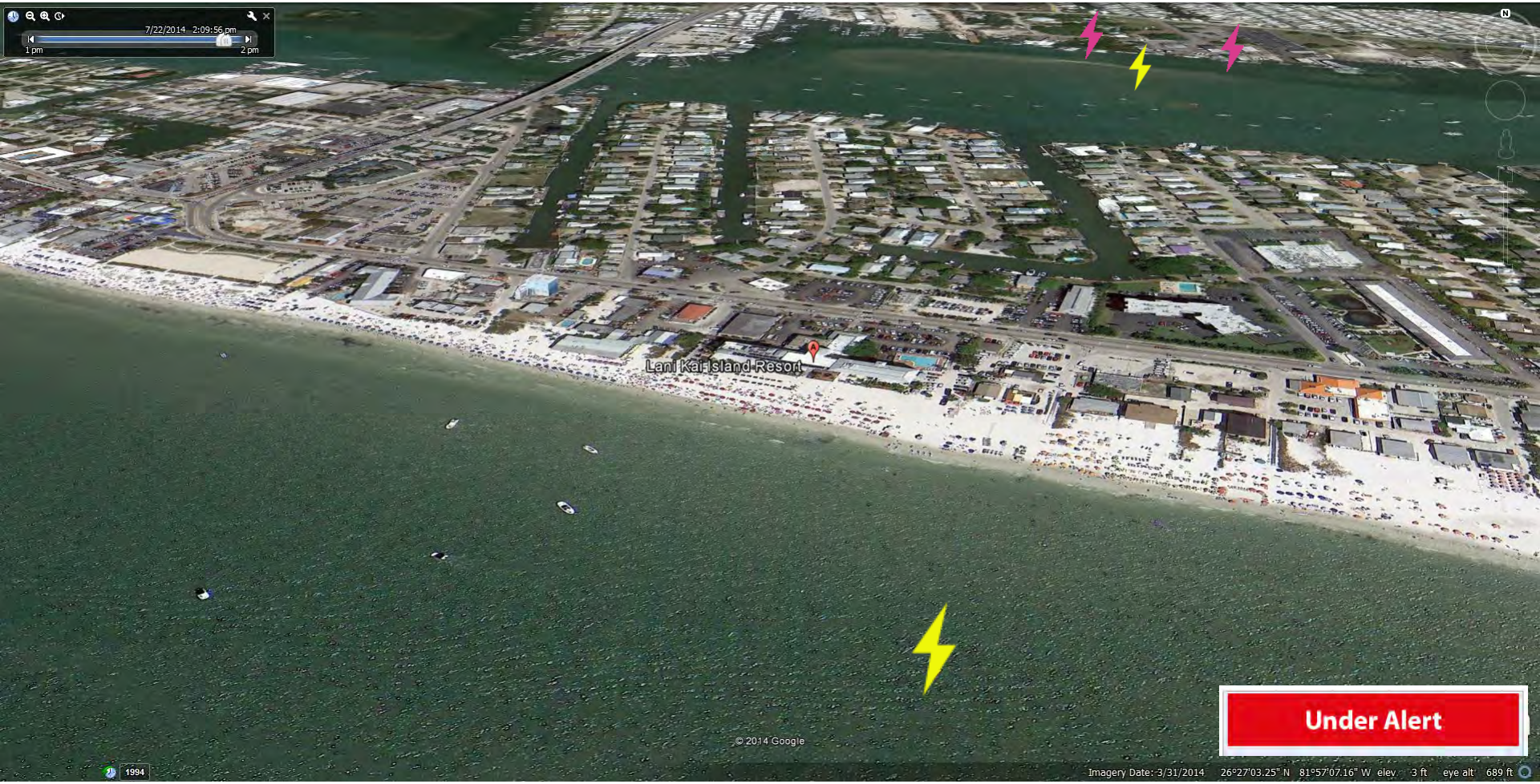
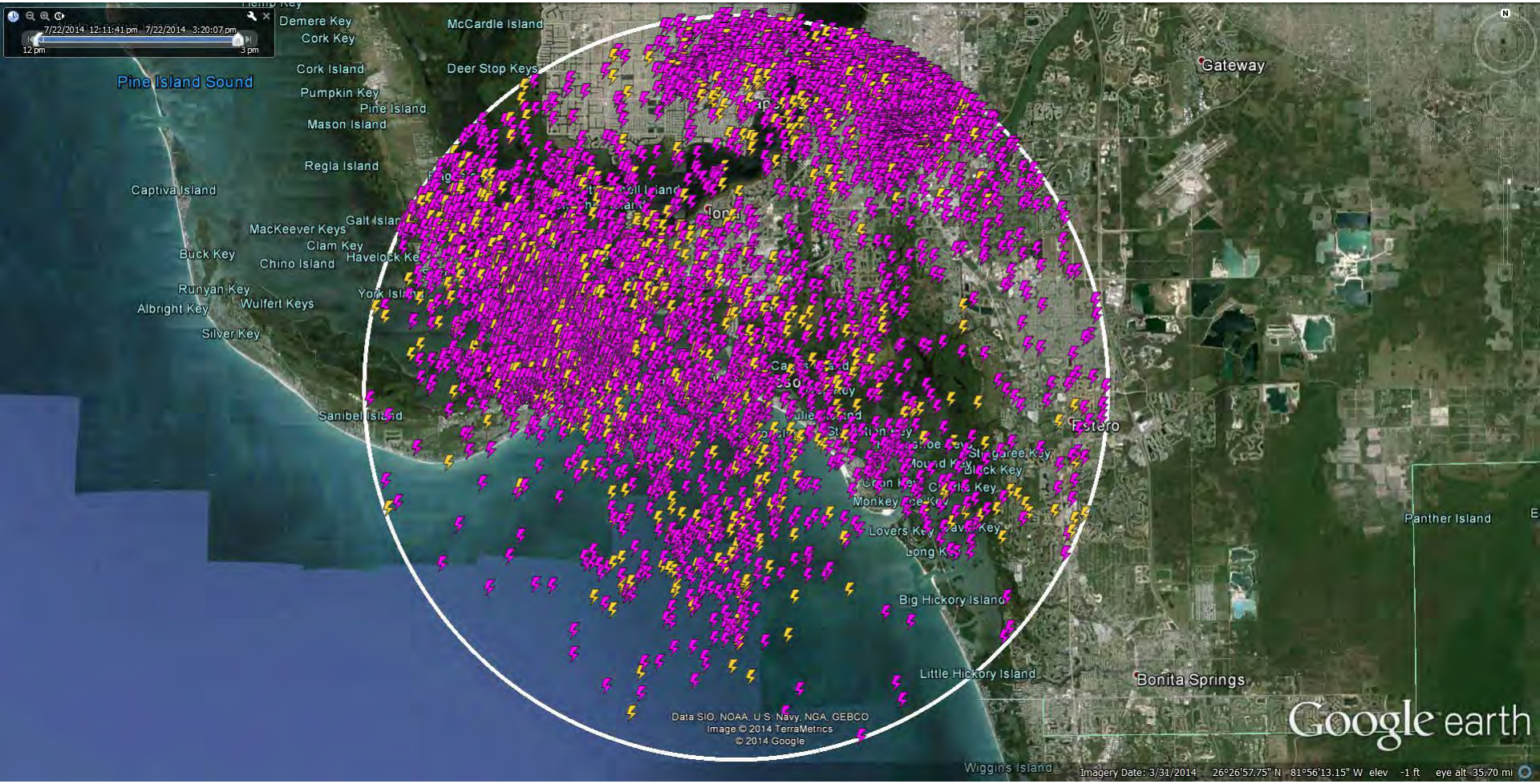
FATAL CLOUD-TO-GROUND LIGHTNING STRIKE

2:09 PM EDT – Close-up view of the cloud-to-ground strike location, an estimated .12 miles from the resort. This strike likely injured two teenagers and killed a man on the beach.



Total Lightning Detected during the Event



There were no NWS warnings or alerts associated with this event at the time.

This Event Demonstrates How Advanced Warning Can Help Save Lives

The vast majority of lightning stays in the sky and jumps from cloud-to-cloud. Meteorologists and climate scientists have long known that this in-cloud lightning is an early sign of impending severe weather – including dangerous and even deadly cloud-to-ground strikes that kill 50 people, on average, every year in the U.S. and injure far more.

Knowing that in-cloud lightning plays a key role in the formation and intensity of many kinds of extreme weather, we established **the world's largest and most advanced lightning sensor network**. The sensors in our network continuously **monitor, calculate** and **report** where and when lightning strikes occur in the clouds or on the ground – what meteorologists call **total lightning.**

Our advanced technology, based on state-of-the-art lightning sensors and networking technology, now makes it possible for us to provide our customers with **peace of mind** when storms with lightning are in the area.

On mobile: WeatherBug's Spark is the only mobile tool delivering minute-by-minute, mile-by-mile lightning strike information for Android devices, iPhone and iPad.

On PCs: StreamerRT is the most comprehensive and user-friendly tool available to visualize live and forecast weather conditions at local, regional, national and international levels for critical decision making.

Outdoors: Outdoor mass notification system for schools, parks, athletic facilities, stadiums and other outdoor venues where safety is a priority.