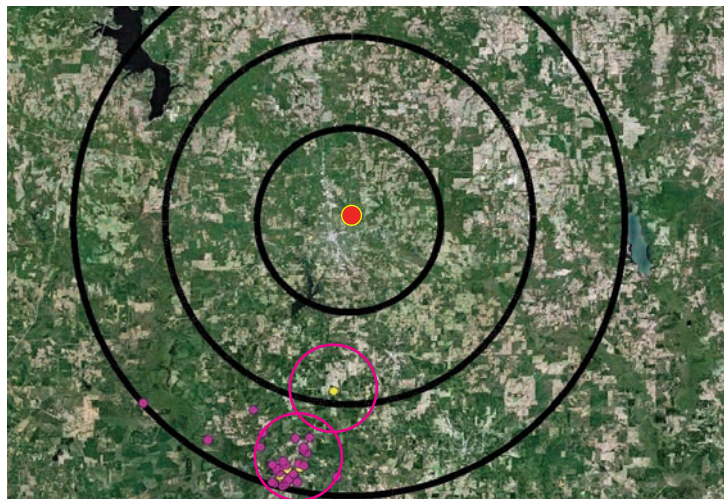


WeatherBug Safety Solutions In Action

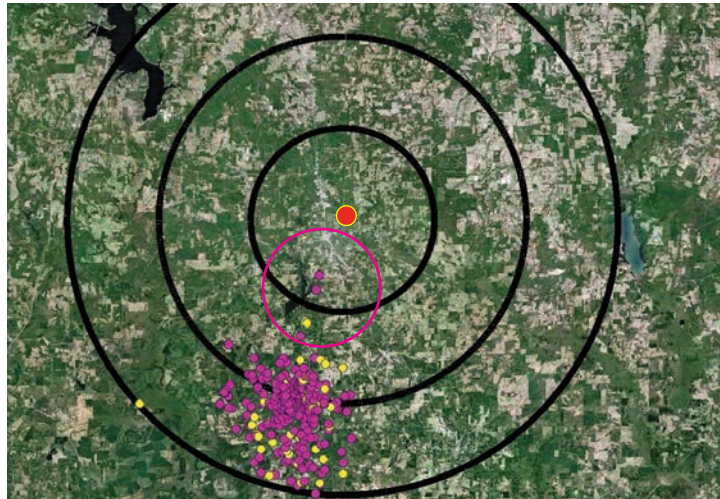
WHAT: 4 people, including 2 Jacksonville teachers, struck by lightning.

WHERE: Douglass Elementary, Jacksonville, TX

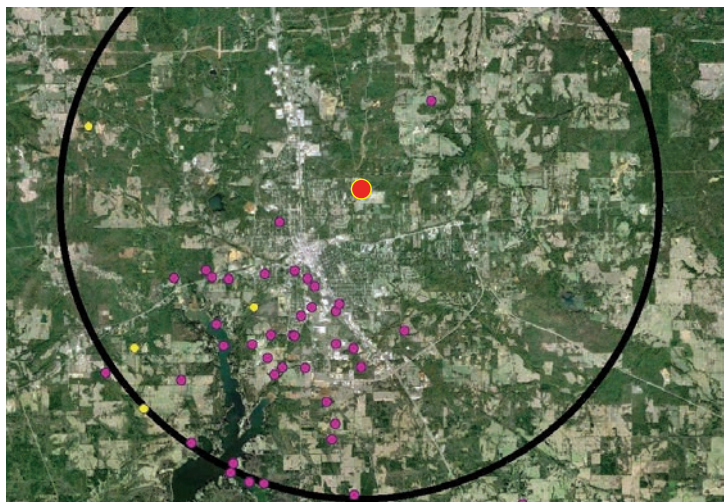
WHEN: Thursday, September 13, 2012



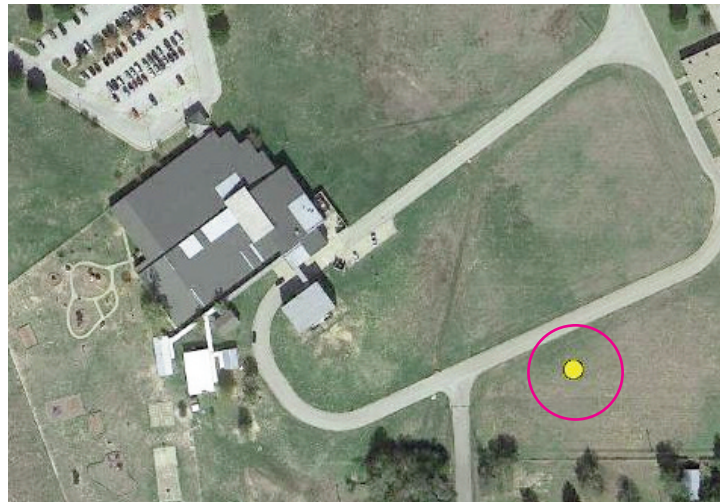
2:11 PM – In-cloud and cloud-to-ground pulses detected within 15 miles of school - 53 minutes prior to strike. 2:16 PM a cloud-to-ground strike was detected within 10 miles of schools.



2:40 PM – In-cloud pulses within 5 miles of schools - 24 minutes prior to strike injuring people.



2:45-2:55 PM – In-cloud and cloud-to-ground strikes within 19 miles of school - 19 minutes prior to strike injuring people.



3:04 PM – Cloud-to-ground strike on school property injures four people, including two teachers. Lightning did not strike them directly.

WeatherBug offered clients in the area 53 minutes advanced warning.

The National Weather Service issues a Severe Thunderstorm Warning at 4:22 PM - 1 hour 19 minutes after strike.

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 equips coaches and school officials 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.