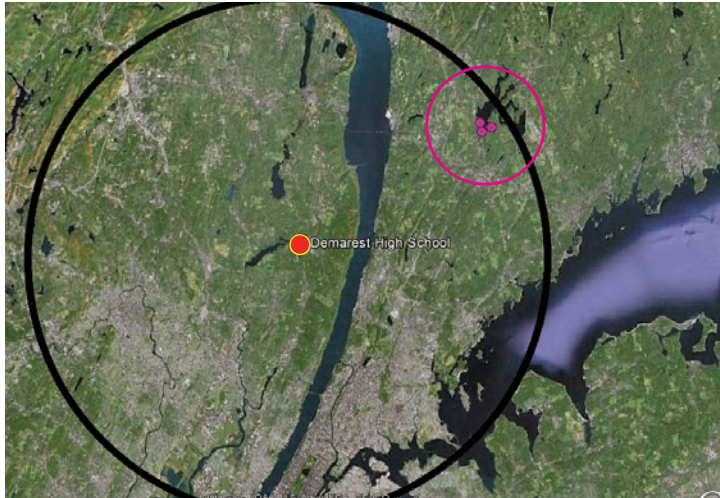


## WeatherBug Safety Solutions In Action

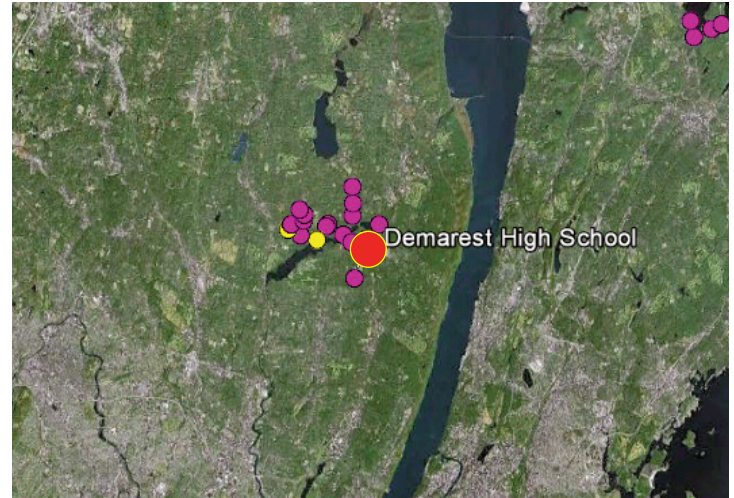
**WHAT:** Man killed by lightning strike on the campus of Demarest High School

**WHERE:** Northern Valley Regional High School - Demarest, Demarest, NJ

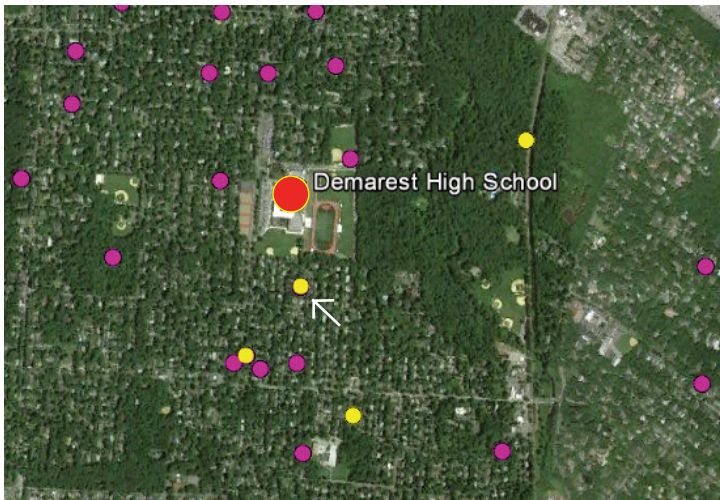
**WHEN:** Friday, September 7, 2012



**3:50 PM** – In-cloud lightning pulses (magenta) detected within 15 miles of school - 32 minutes prior to fatal strike.



**4:04 - 4:08 PM** – In-cloud pulses and cloud-to-ground strikes detected within an extremely dangerous range of school - at least 18 minutes prior to fatal strike.



**4:08 - 4:36 PM** – In-cloud and cloud-to-ground strikes on or near campus. Strike that resulted in fatality occurred at 4:22 PM. NWS issued a Severe Thunderstorm Warning at 4:35 PM.

**NATIONAL WEATHER SERVICE NEW YORK NY**  
441 PM EDT FRI SEP 07 2012

**0422 PM LIGHTNING DEMAREST** 40.96N 73.96W  
09/07/2012 BERGEN NJ TRAINED SPOTTER

\*\*\* 1 INJ \*\*\* 1 PERSON STRUCK BY LIGHTNING NEAR NORTH VALLEY REGIONAL HIGH SCHOOL. CPR BEING PERFORMED.

**Police say the storm swept in without much warning, and the lightning started while the skies were still sunny.**

**"We saw multiple lightning strikes in the area," said Demarest police chief James Powderley.**

source: nbcnewyork.com

**SEVERE THUNDERSTORM WARNING**  
NATIONAL WEATHER SERVICE NEW YORK NY  
4:35 PM EDT FRI SEP 7 2012

THE NATIONAL WEATHER SERVICE IN UPTON NY HAS ISSUED A SEVERE THUNDERSTORM WARNING \* UNTIL 530 PM EDT...

WeatherBug offered clients in the area 32 minutes advanced warning.

**4:35 PM - THE NATIONAL WEATHER SERVICE ISSUED A SEVERE THUNDERSTORM 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 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.