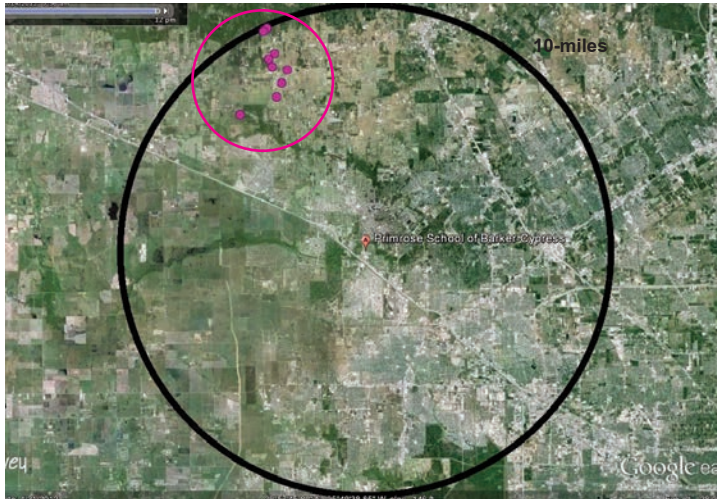


Safety Solutions In Action

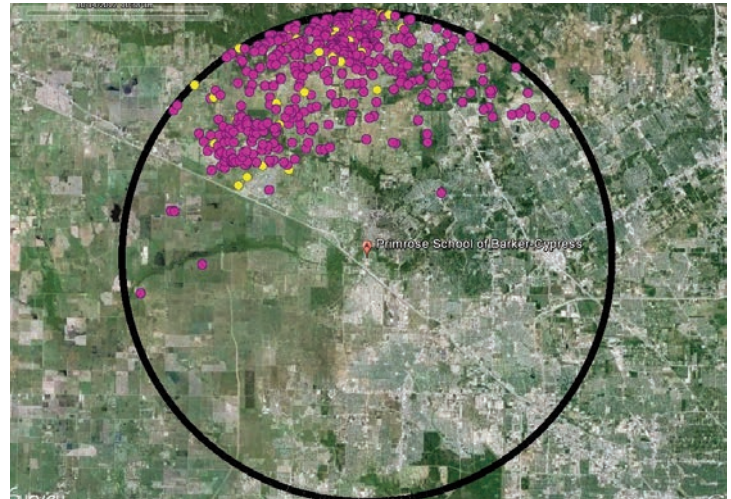
WHAT: Roofing worker struck by lightning atop school.

WHERE: Primrose School of Barker-Cypress – Cypress, TX

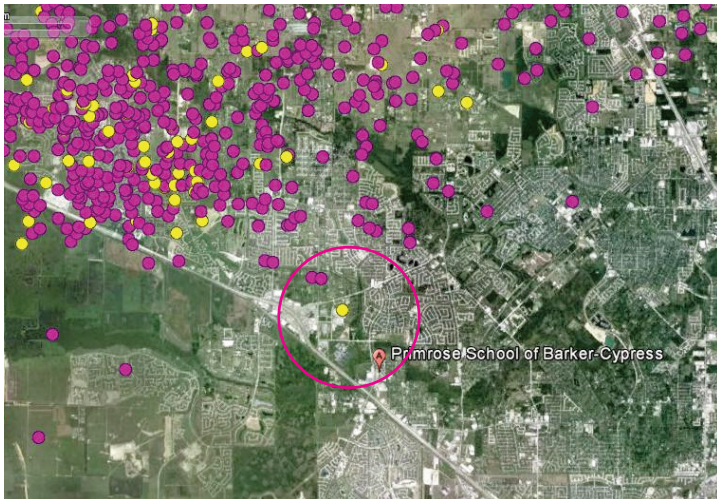
WHEN: Sunday, October 14, 2012



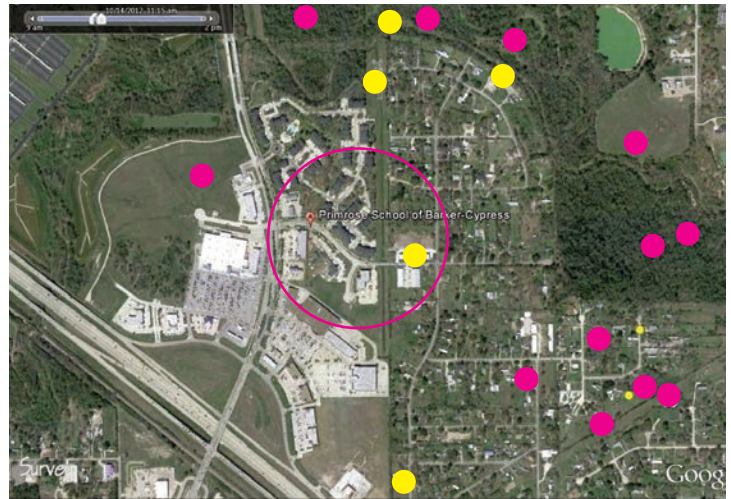
8:36 AM – In-cloud lightning detected within 10 miles of school – 1 hour 36 minutes prior to injury.



9:38 AM – Storm continues to build with cloud-to-ground (yellow) and in-cloud lightning (magenta) approaching school – 34 minutes prior to strike.



9:50 AM – Cloud-to-ground strike less than 1 mile from school – 22 minutes prior to strike.



10:12 AM – Several cloud-to-ground strikes and in-cloud pulses within half mile of school. Cloud-to-ground strike at school results in injury.

WeatherBug offered clients in the area 1 hour and 36 minutes advanced warning.
No National Weather Service warning was in effect at any time.

This Event Demonstrates How Advanced Warning Can Help Save Lives

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

WeatherBug equips management and 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 and to outdoor alerting systems.