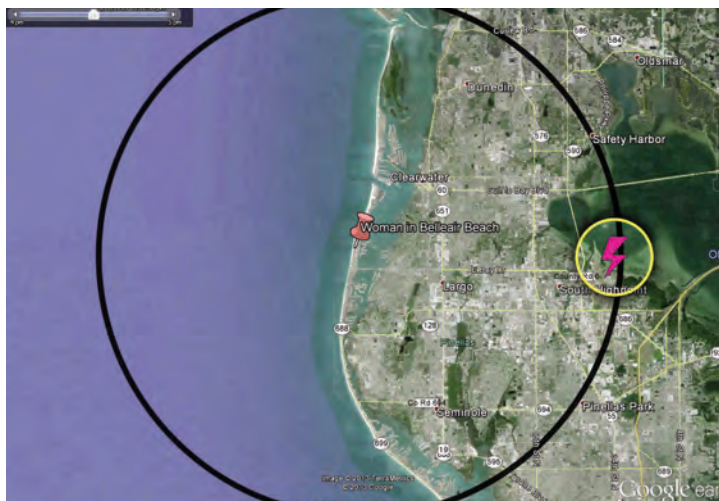


## WeatherBug Safety Solutions

**WHAT:** Woman fatally injured by lightning while at the beach.

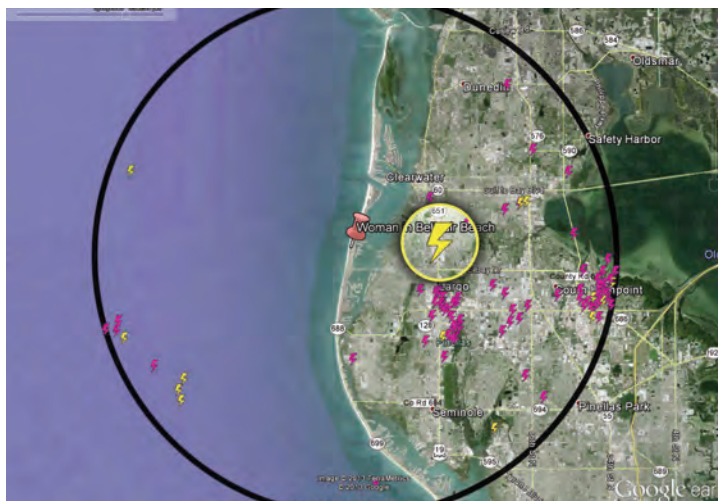
**WHERE:** Belleair Beach, FL

**WHEN:** Tuesday, May 28<sup>th</sup>, 2013

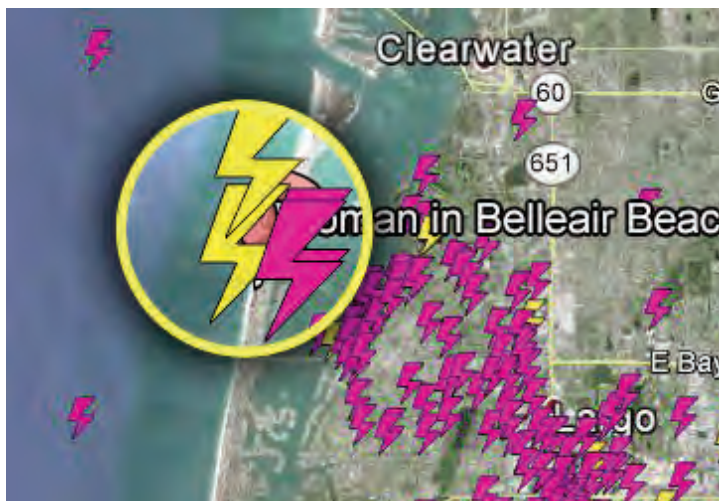


**5:12 PM** – First in-cloud lightning strike (magenta) is detected approximately 9.7 miles from beach – 31 minutes prior to deadly strike.

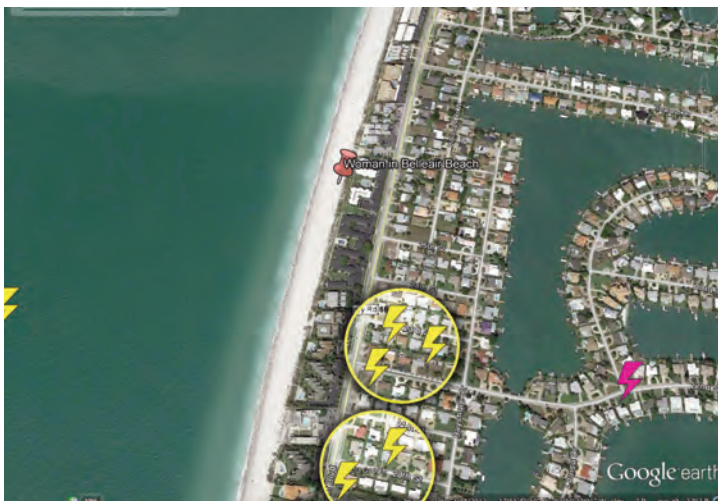
**WeatherBug Advanced Alert** **31 minutes**



**5:35 PM** – Lightning continues to intensify; cloud-to-ground strikes (yellow) and in-cloud lightning strikes approximately 3 miles from beach.



**5:41 PM** – Lightning continues to intensify; cloud-to-ground and in-cloud strikes are less than a mile from where the fatality occurred – 2 minutes prior.



**5:43 PM** – Several cloud-to-ground lightning strikes surround Belleair Beach; one of these 5 strikes likely caused the fatality.

**WeatherBug offered clients in the area 31 minutes of advanced warning.  
The National Weather Service did not issue any watches or warnings for this event.**

### This Event Demonstrates How Advanced Warning Can Help Save Lives

This event validates 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.