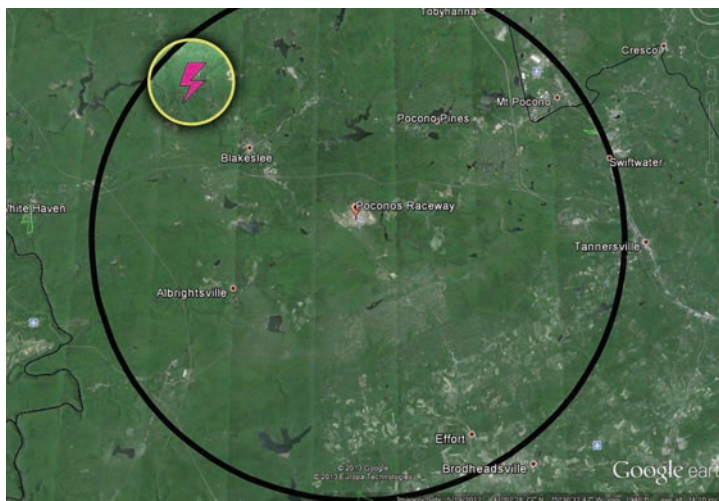


WeatherBug Safety Solutions In Action

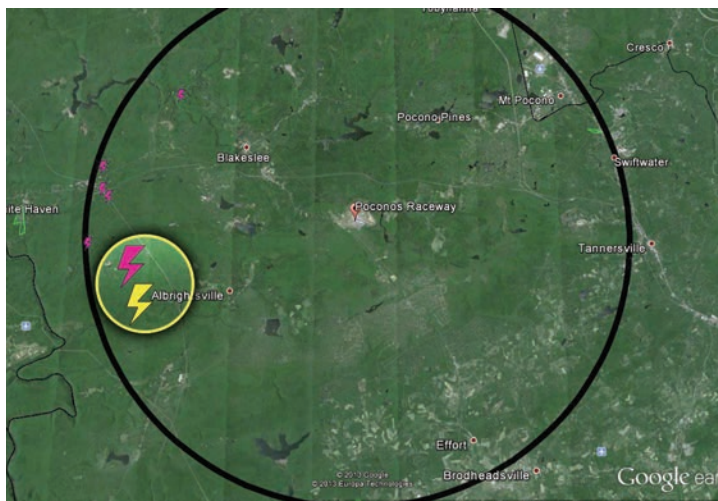
WHAT: NASCAR fan killed by lightning; 9 injured.

WHERE: Pocono Raceway - Long Pond, PA

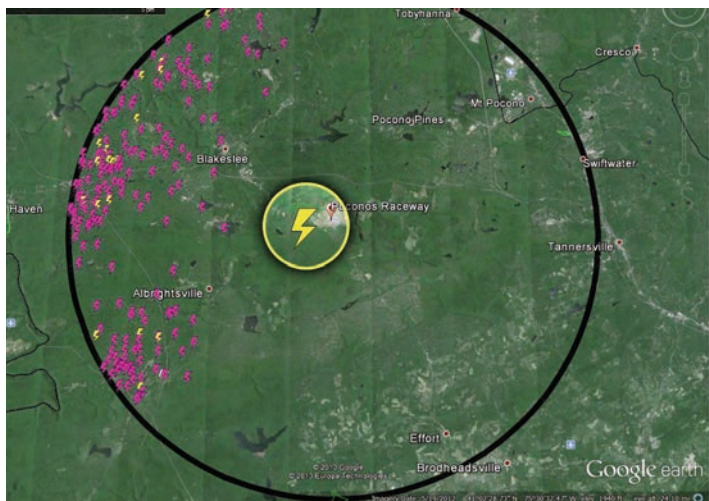
WHEN: Sunday, August 5th, 2012



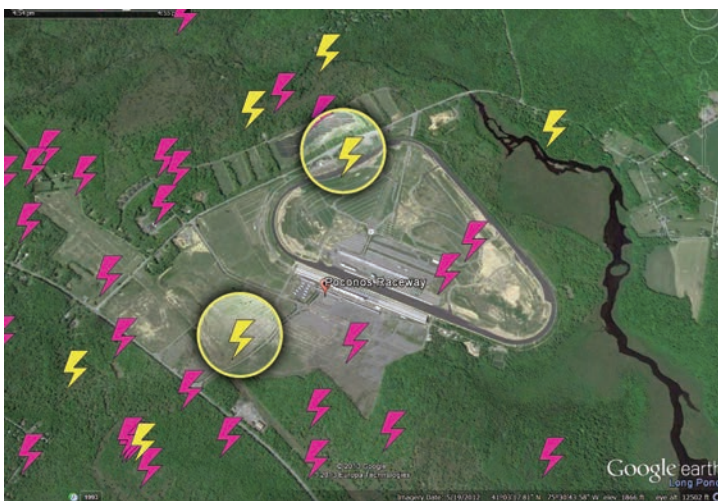
4:17 PM – The first in-cloud lightning strike (magenta) is detected approximately 8 miles from Pocono Raceway – 37 minutes prior to deadly strikes.



4:25 PM – In-cloud lightning continues, the first cloud-to-ground lightning strike (yellow) is detected approximately 9 miles from Pocono Raceway.



4:41 PM – Lightning intensifies and approaches raceway. Cloud-to-ground lightning strikes less than 2 miles away.



4:54 PM – Two cloud-to-ground lightning bolts strike raceway property; killing one and injuring nine others.

WeatherBug offered clients in the area 37 minutes of advanced warning.

The NWS did issue a Severe Thunderstorm Warning 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.