



Contact: Jenna Shepard
256-881-8811
Jenna.Shepard@baronservices.com

NEW WEATHER DATA PRODUCTS ENHANCE USABILITY, FLEXIBILITY FOR BARON CUSTOMERS

June 26, 2008, HUNTSVILLE, AL – Baron Services, a leading provider of advanced weather analysis and cutting-edge Doppler radar technology, today announced the addition of a new line-up of weather data products. Enhancing customers’ ability to produce a day-to-day weather show in each of Baron’s powerful display solutions, the new data includes: current, 24-hour, water vapor and satellite imagery products. A great value to existing Baron customers, the data is offered at no additional charge.

“Broadcast meteorologists want an all-in-one system that is easy-to-use and even easier for viewers to understand,” said Bob Baron, president and CEO of Baron Services. “By adding these latest weather data products, we are enhancing our customers’ ability to present an eye-pleasing, viewer-friendly complete weather show in each of our leading display systems, Omni, VIPIR and FasTrac.”

Collecting real-time surface observations and combining them with the latest terrain model data, Baron’s data products provide a contoured image of current conditions including:

- Current Temperature
- Current Dew Point Temperature
- Current Heat Index Temperature
- Current Wind Speed
- Current Wind Chill Temperature
- Current Humidity
- Current Fog

-more-

Displaying the amount of change over the last 24 hours, the company's 24-hour data products provide meteorologists with a quick-glance understanding of weather trends and include the following new data products:

- 24 Hour Temperature Change
- 24 Hour Max Temperature
- 24 Hour Minimum Temperature

In addition to the data products listed above, Baron Services has extended the coverage of its Atlantic Satellite imagery (Infrared and Visible) further south into northern South America and further east to the Cape Verde Islands, providing stations the ability to better monitor tropical developments off the west coast of Africa. The company has also added GOES East Atlantic and GOES West Pacific water vapor products. Enabling meteorologists to track jet streams and other weather systems, Baron's water vapor products enable more accurate weather forecasting.

The new Channel 4 – Channel 2 Satellite Imagery product uses two infrared satellite channels to detect low clouds and fog at night. Baron's customers located on the west coast will appreciate the ability to monitor fog rolling in from the Pacific Ocean. Finally, the company has improved its Snow Mask product, to more accurately identify specific types of precipitation within a winter weather event.

The new data product suite will be on display during the American Meteorological Society's 36th Conference on Broadcast Meteorology in Denver, Colo. on June 25-29, 2008. The data products listed above are available in Baron's Data Essentials or Data Innovations data packages.

For more information on Baron Services, please visit www.baronservices.com.

###

About Baron Services

Baron Services is a pioneer in sophisticated weather analysis and technology and a globally recognized industry leader in delivering technology for the communication of significant weather events. It offers a wide range of weather solutions and owns numerous weather technology patents. The company delivers cutting-edge radar systems, advanced forecast modeling, mobile weather analysis and localized weather displays. Operating primarily from Huntsville, Alabama, with offices in Oklahoma, North Carolina and Florida, Baron Services includes five specialized divisions that continue to advance the weather industry by providing systems engineered to save both lives and property. The company has, to date, installed all broadcast dual-polarization radars in the world.