



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

BARON SERVICES FOUNDER RECOGNIZED BY AMERICAN METEOROLOGICAL SOCIETY WITH DISTINGUISHED APPLIED METEOROLOGY AWARD

January 15, 2009, HUNTSVILLE, Ala. — Baron Services, a leading weather technology company, today announced that Founder and CEO Robert “Bob” O. Baron received the American Meteorological Society’s Award for Outstanding Contribution to the Advance of Applied Meteorology. Recognizing his long history of innovations, which have successfully alerted the public to threats from tornadoes and other severe weather events, the award was presented at the American Meteorological Society’s 89th Annual Banquet and Awards Ceremony on January 14, 2009.

“I would like to thank the American Meteorological Society for all they have done to promote the advancement of professional meteorology,” said Bob Baron. “It is an incredible honor to be recognized by my peers,” he added.

During the ceremony, Baron was commended for his lifelong commitment to applied meteorology through the advancement of leading weather detection technology. In addition to advanced Doppler weather radars, high-resolution weather data and user-friendly weather display systems, Baron Services developed a breakthrough technology that delivers live weather data to tens of thousands of customers in the aviation and marine industries branded as XM WX Satellite Weather.

Most recently, Baron Services developed Threat Matrix™ technology utilized by XM NavWeather™, the first real-time, personalized weather tracking service for GPS navigation that provides critical live weather information to motorists, inland boaters and outdoorsmen through products developed by Acura, Toyota, Humminbird and Bushnell.

After a dozen years on air as Chief Meteorologist, Bob Baron founded Baron Services in 1990. A

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proud graduate of the University of Tennessee, he is a long-standing member of the American Meteorological Society (AMS) and in 1982, earned the AMS Television Seal of Approval (#281). Most recently, Ernst & Young honored Mr. Baron with the Entrepreneur Of The Year® 2008 Award in the technology category for the Southeast Region. The award honors the most outstanding entrepreneur of a technology-based company in the states of Alabama, Tennessee and Georgia.

This isn't the first time Bob Baron has been recognized for his outstanding achievements in meteorology. In 2006, he was selected as a private-sector advisor on the U.S. Delegation to the World Meteorological Organization's Fifteenth Congress. As one of only two private sector consultants from the United States invited to attend, he brought a non-governmental perspective on meteorology and weather forecasting to the WMO, which is responsible for making recommendations regarding global weather and environmental concerns.

In October 2007, through a partnership with L-3 Communications, Baron Services was awarded a \$43 million contract by NOAA's National Weather Service (NWS) to upgrade the entire NEXRAD network to dual-polarization capability. Under the contract, which was awarded based on the best technological solution and overall value, Baron Services will provide design, development and production for a comprehensive system-wide upgrade of the 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars.

The NEXRAD upgrade will include converting the radars to dual-polarization Doppler capability, technology that will significantly enhance the Weather Service's ability to specifically identify and accurately measure precipitation. This capability will aid in saving lives by enabling meteorologists to predict severe weather effects, such as flash floods and winter precipitation, more precisely than before.

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About Baron Services

Baron Services owns numerous weather technology patents. Through its partnership with L-3 Communications, the company is part of the team that was awarded a five-year contract from NOAA's National Weather Service (NWS) to provide design, development and production for a comprehensive system-wide upgrade of the 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars. In addition, the company delivers advanced forecast modeling, mobile weather analysis, cutting-edge radar systems 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.