



**BARON ADVANCED METEOROLOGICAL SYSTEMS
INTRODUCES NATION'S FIRST CONUS NUMERICAL PREDICTION MODEL
FOR OZONE AND PARTICULATE MATTER**

For immediate release

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August 1, 2005, Asheville, N.C. - Baron Advanced Meteorological Systems (BAMS), a subsidiary of Baron Services, announced today the availability of a long-range numerical Air Quality forecast model for the Continental United States (CONUS). The BAMS forecast is the first CONUS model in the nation to incorporate both ozone and particulate matter (PM2.5).

The presence of ozone and particulates in the environment is becoming an increasing concern. Recent studies have shown the adverse effects among children, including asthma development and exacerbation, caused by high concentration of these pollutants. Additionally, ozone and PM2.5 are known to have a negative impact on the pulmonary systems of adults.

The new model generates 5-day CONUS Air Quality forecasts that are updated twice daily and produced on a 45km scale. Custom-deployable forecasts featuring resolutions as high as 5-15km are also available in selected areas. The new forecast accounts for how emissions from cars and

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trucks, industries, forest fires, and daily activities interact with the weather and sunlight to create new pollutants, sometimes far downwind of local emissions sources.

Baron Services' broadcast television customers will receive free access to BAMS Air Quality (AQ) data for 90 days, providing attribution of the BAMS name. The data ingests seamlessly into the 3D VIPIR® display, giving viewers valuable information on air quality at metro, regional and national levels. The predicted movement of polluted air is also shown in the VIPIR display, with time-lapses of past movement easily created.

"The BAMS Air Quality model presents a unique opportunity for state forecast agencies and television broadcasters to create and coordinate compelling air quality presentations that are of interest to viewers," said Robert Imhoff, General Manager of Baron Advanced Meteorological Systems. "The accurate information provided by the model, integrated into a powerful display like VIPIR, serves as a persuasive on-air supplement to the current regional alerts provided by state AQ forecasters. The public will see these AQ forecasts during weather reports, helping them plan activities and make better decisions for the well-being of their families."

Performance of the BAMS ozone forecast was verified during modeling experiments over the last several summers, achieving superior results over the northeastern United States against all other numerical models tested (McHenry et al., 2004; McKeen et al., 2005). The full CONUS Air Quality model is available now, displayable in VIPIR or distributed to customers over the Internet.

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About Baron Advanced Meteorological Systems (BAMS)

An affiliate of Baron Services, BAMS began operation in 2003. Combining the assets of the National Environmental Modeling and Analysis Center (NEMAC) at UNC-A with data streams from the National Climatic Data Center (NCDC), BAMS' approach is to integrate radar and satellite observing systems; mesoscale modeling and forecasting systems, and display and data processing systems to provide the most accurate, site-specific meteorological and hydrological information in the world. More information can be found at www.baronams.com.

About Baron Services

Baron Services, Inc. serves broadcasters, major industry, public utilities and emergency management agencies as a full service provider of real-time, localized weather forecasting products and Doppler radar. Baron Services operates out of Huntsville, Alabama with auxiliary offices in Oklahoma and Florida. They hold numerous patents for the detection and dissemination of severe weather information. As an aggressive innovator of new technologies, Baron Services offers a suite of the industry's leading weather analysis and display systems—the Complete Weather Solution. Baron's website is located at www.baronservices.com.