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BAY NEWS 9 SHOWS FLORIDA VIEWERS FIRST LOOK AT BARON'S DUAL-POLARIMETRIC DOPPLER RADAR TECHNOLOGY

November 26, 2007, HUNTSVILLE, Ala. — Bay News 9 recently delivered viewers in Tampa Bay, Fla. their first look at dual-polarimetric radar technology from Baron Services. The station is proud to offer their viewers increased weather detail, higher resolution imaging and the enhanced accuracy of Baron's leading radar system. By combining their FasTrac and VIPIR displays with dual-polarization technology, Bay News 9 can see detail only five other stations in the country can see.

Unlike conventional radar systems, which transmit solely a horizontal scan, Baron's dual-polarimetric radars transmit in horizontal and vertical orientations simultaneously, enabling meteorologists to see twice as much data than they can with systems not employing this technique. Because dual-polarimetric radars use hydrometeor classification to identify the location and type of precipitation that is falling, they provide more accurate information about the size, shape, orientation and state of hydrological data. This enables forecasting with them to be highly precise.

The new dual-polarization radar provides superior coverage to Bay News 9 viewers during hurricanes, tropical storms and even day-to-day sea breeze fronts. Through the addition of two new products, the Pinpoint Doppler 9000 with dual-polarimetric technology has increased flood prediction capabilities, as well as advanced processing that allows the radar to discern details within the strongest storms.

"We are very excited to have the first dual-polarization Doppler radar in Florida," said Bay News 9 Chief Meteorologist Mike Clay. "This is a big part of our commitment to bring our viewers the latest weather technology, something we started 10 years ago and will continue into the future," he added.

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Bay News 9 is the sixth station in the country to deploy this technology. It started in 2004, when Baron Services teamed up with the University of Alabama in Huntsville and WHNT-TV resulting in the first broadcast dual-polarization radar in the world. Since then, major market television stations, such as KRIV, WNYW, WRAL and WFLD, including New York, Chicago and Houston, have grown in their respective markets due to the addition of dual-polarimetric radar technology to their weather solutions.

Bay News 9, located in St. Petersburg, Florida is owned-and-operated by Bright House Networks. The cable-based news station has been in operation since 1997 and serves the Tampa Bay area including Hillsborough, Pinellas, Manatee, Polk, Pasco, Hernando, and Citrus counties.

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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 four 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-polarimetric radars in the world.