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STATIONS' SEVERE WEATHER COVERAGE RESULTS IN BIG RATINGS BOOST

WMC-TV 5, WSB-TV PRAISE BARON'S BTI

April 14, 2008, HUNTSVILLE, Ala. – Baron Services is proud to announce that its Baron Tornado Index or BTI has proven itself as an invaluable technology for the detection of tornadoes. Shortly after the BTI's debut in late January, NBC affiliate WMC-TV 5 in Memphis received a 31 rating when it utilized the BTI during a severe tornado outbreak on February 5, 2008, which became the deadliest outbreak in the United States since May of 1985. Five weeks later, Cox Television's WSB-TV earned a 39 share during their wall-to-wall coverage of the tornado outbreak in downtown Atlanta that damaged buildings including the CNN Center, Georgia Dome and Phillips Arena.

WMC-TV 5's dedication to providing their viewers with a complete and relevant picture of the weather paid off with superior ratings. The station's use of first-class weather tools like the patent-pending BTI gave viewers an extremely accurate view of the storm and its projected path. The BTI enabled WMC-TV 5's weather team to alert viewers of which storms presented the highest threat of tornadic potential.

“The Baron Tornado Index is the single greatest advancement in Baron software since VIPIR. It is easy to understand—everytime the BTI hit 7, 8 or 9, we had a confirmed tornado,” said Dave Brown, chief meteorologist for WMC-TV 5. “We were able to give a 10-15 minute warning before the tornado got there. And viewers really stayed with us: one quarter-hour, we had a 31 rating. That is phenomenal.”

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When severe weather struck in Georgia, WSB-TV's viewers relied heavily on the stations' coverage and it showed. Peaking at 4:30 p.m. on Saturday with a 21 rating and 39 share, WSB-TV's coverage made the difference. "I have no doubt that you saved thousands of lives with your impeccable forecast on Saturday," said Kristy Hill, in an email that was received by the station. "The BTI was phenomenal and so accurate!"

WSB-TV's meteorologists, Glenn Burns and Brad Nitz, led viewers through what seemed like an endless series of severe weather threats. "Of all the weather technology put to use over the weekend, I was most impressed by the Baron Tornado Index," said Marian Pittman, News Director for WSB-TV. "On numerous times Saturday, our guys showed an indicator that a tornado was on the ground." Official accounts have since confirmed that they were right.

The BTI is a ranking on a scale of 0-10 used to gauge the likelihood of a tornado in any given storm. As the BTI increases, the potential for a tornado within that storm goes up. Using proprietary algorithms combined with high-resolution radar data and the most advanced mesoscale models available, the Baron Tornado Index provides an easy, one-glance diagnosis for a storm's tornadic potential. The BTI is available on both Baron's VIPIR and FasTrac displays.

Interpretation of the BTI can be achieved by clicking on any Baron SCIT or by reading the color-coded Baron Shear Markers. Based on the BTI, the color of the shear marker will be filled in yellow for a BTI between 2-3.9, orange for a BTI between 4.0-6.9, red for a BTI between 7.0-7.9, or flashing red for a BTI of 8.0 or higher. Since the BTI is calculated continuously based on the latest derived SCITs and shear markers, stations will always have up-to-the-minute information.

The BTI improves situational awareness by enabling meteorologists to monitor the progression of a storm's development and focus their viewer's attention on areas that are at the highest risk of a tornado outbreak. During widespread severe weather outbreaks over a large DMA, the BTI will allow meteorologists to alert viewers of the storms posing the highest threat of tornadic potential.

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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 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-polarimetric radars in the world.