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ROBERT O. BARON NAMED FELLOW OF AMERICAN METEOROLOGICAL SOCIETY

January 21, 2010, HUNTSVILLE, Ala. — Robert “Bob” O. Baron, founder and CEO of Baron Services has been named Fellow of the American Meteorological Society (AMS), the nation’s premiere scientific organization for those involved in the atmospheric and related sciences.

The rank of Fellow is given to an individual for recognition of outstanding contributions to the atmospheric or related oceanic or hydrologic sciences, or their applications, during a substantial period of years. A highly prestigious designation, only two-tenths of one percent of AMS membership is approved as Fellow each year.

“It is a distinct honor to be elected to the rank of Fellow by my peers,” said Baron. “But this honor really belongs to the hard-working and talented staff at Baron Services whose creativity and continued dedication to the company’s mission has resulted in superior weather detection tools and technology that saves both lives and property.”

A proud graduate of the University of Tennessee, Baron is a long-standing member of the AMS and in 1982, earned the AMS Television Seal of Approval (#281). After 22 years in broadcast, he founded Baron Services, now a leading weather technology company. In 2008, Ernst & Young honored Baron with the Entrepreneur Of The Year® 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.

Throughout his career, Mr. Baron has received some of meteorology’s most coveted awards including the National Weather Association’s Special Achievement Award and Aviation Meteorology Award, as well as the AMS’ Award for Outstanding Contribution to the Advance of Applied Meteorology.

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Baron Services

In 1992, Baron Services changed the face of broadcast meteorology with the release of OmniWxTrac, the world's first street-level storm tracker. Today, Baron Services' products span the globe serving government, business and consumer markets with state-of-the-art weather technologies and integrated solutions. From Doppler radar manufacturing and installation to advanced forecast modeling, Baron Services continues to lead the weather industry through award-winning innovation. Part of the XM NavWeather system, Baron Services' Threat Matrix technology is now available as standard or standard option on select models from Acura, Honda, Infinite, Lexus, Nissan and Porsche automakers. Five divisions strong, the Baron Group of Companies (Baron Services, WxWorx, BAMS, Baron Mobile and Baron Radar) are headquartered in Huntsville, Alabama with offices in Oklahoma, North Carolina and Florida. For more news and information on Baron Services, please visit www.baronservices.com.