



NEWS RELEASE

INFORMATION CONTACT: Jennifer Cole 256-881-8811

FOR IMMEDIATE RELEASE

## **Baron Services' Advanced Weather Technology Aids Coastal Television Stations During Hurricane Katrina**

HUNTSVILLE, AL August 29, 2005 – Responding quickly to the escalating conditions of Hurricane Katrina, Baron Services provided advanced technology, equipment and experienced technicians to television stations and Emergency Management Agencies (EMAs) in Louisiana, Mississippi, and Alabama as well as the national media outlet CNN. Baron Services has an ongoing mission to serve communities nationwide with real-time, site-specific weather information and forecasts in the effort to keep the maximum number of people out of harm's way.

Amidst mandatory evacuations and numerous hurricane warnings, Baron personnel spread out along the coastal areas armed with the technology of the VIPIR 3-dimensional weather analysis software as well as several satellite-delivered mobile weather systems. The staff and equipment were assigned to eight television stations and EMAs to aid in the storm preparedness. Additional staff were pulled from around the country to travel to Atlanta based CNN with software and skilled operators to assist in CNN's continuous hurricane coverage as the storm advanced inland.

This level of commitment to public safety is not new for Baron Services. Since the company began in 1989 Baron has remained committed to providing the best site-specific severe weather information available to ensure those at risk have improved response time. The four major hurricanes during the 2004 season produced an enormous response from the company as they sent staff and equipment to television stations and EMAs in threatened areas as well as CNN and MSNBC. With the goal of minimizing the loss of

life to residents, Baron Services voluntarily deployed more than \$3.5 million in manpower and equipment. According to Bob Baron, Sr., founder and CEO of Baron Services, it was not expenditure but rather an investment in saving lives and serving customers. As the company continues this practice in 2005 they maintain the mission of providing the most advanced weather technology to those in harm's way.

**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, North Carolina 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 complete suite of weather monitoring and display systems that continue to lead the market in the detection and communication of significant weather events as well as conducting cutting edge research through Baron Advanced Meteorological Services, a Baron owned company located at the National Climate Data Center in Ashville, North Carolina.