



The Only Complete Weather Company

**NEWS RELEASE**

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**WFLA RECEIVES STATEWIDE RECOGNITION FROM  
EMERGENCY MANAGEMENT OFFICIALS**

April 24 2006, Huntsville, AL - The Florida Emergency Preparedness Association has recognized WFLA in Tampa, Florida with this year's Media Award. Representatives from the Hernando County Emergency Management Agency recommended them for the award thanks to their actions to better prepare the community for the hurricane season. In addition, they are also finalists for a Governor's Award.

Last year, WFLA purchased 15 Threat Net storm tracking systems from Baron Services for the sole purpose of donating them to local EMAs. WFLA recently upgraded the systems to the new Baron Threat Net Plus, which means storm spotters in the field have access to nearly the same information available in the WFLA weather center, and can instantly communicate storm reports to the station. Threat Net Plus has patented technology with high-resolution radar and storm tracking capabilities. This technology allows EMA officials to track the weather from headquarters and communicate with spotters.

Citrus County EMA director Joe Eckstein was one of the recipients of a Threat Net and the new Threat Net Plus. "Prior to having this program, I had to rely on computer models that were hard to discern exactly what was happening in our county. With Threat Net, I'm able to go to street-level and see what the storms are doing in our

county. We were able to warn residents about a forming funnel cloud because of Threat Net. It was nice to be one step ahead of the state," Eckstein said.

Baron Services has over 200 EMA customers using Threat Net Plus across the country. Threat Net Plus includes high-resolution Doppler Radar, street-level mapping, instant messaging between public safety officials, broadcasters, and storm spotters creating more situational awareness for everyone.

In addition to their generous donation, WFLA was also recognized for their dedication and continued support of the communities in their viewing area. During hurricane events threatening the area, they provided nonstop up-to-the-minute coverage of the storms' location, provided protective measures from each county, and opened up a fully staffed Hurricane hotline that was manned 24 hours a day.

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### **About Baron Services**

Baron Services is the Only Complete Weather Company, providing full-service weather technologies for a variety of industries. The company's broadcast division specializes in viewer-friendly weather displays for the High-Def Era, including daily forecast graphics, storm tracking, localized forecast data, live Doppler radar and community-oriented systems like remote sensors. Baron's consumer-driven weather systems deliver relevant information in simplified displays while requiring minimal interpretation on the part of the viewer.

Baron Services operates out of Huntsville, Alabama with auxiliary offices in Oklahoma, North Carolina and Florida. Its multiple divisions focus on broadcast television, public safety, government and industry, as well as satellite-delivered weather data for mobile environments. The company's numerous patents make it a continued leader in the communication of significant weather events.