



Press Release
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Bob Baron Recognized by His Peers with National Weather Association's Special Achievement Award

November 13, 2006, Huntsville, AL. – Bob Baron, President and CEO of Baron Services, was given a Special Achievement Award from his peers at the National Weather Association Conference in Cleveland, Oh. The award cited “a long history of innovations which have successfully alerted the public to threats from tornadoes and other sever weather events.”

“Millions of families entrust the very safety and lives of family members to the local TV meteorologist, and I know what a wonderful job my colleagues have done in providing life saving information,” Bob Baron said. “I’ve seen the many letters and emails thanking them for saving lives. I am proud to be a part of that process, and I am honored by this recognition of our efforts.”

Baron founded the company in 1988 after an F4 tornado ripped through Huntsville, Ala., killing 22 people in its path. Baron, a meteorologist for over two decades, saw the need for improved detection of significant weather events, as well as improved accuracy and site-specificity. It started with a storm tracking system and has since grown into a company that manufactures the latest generation of Dual Polarization radars, High Definition graphics, and mobile weather solutions for airplanes, boats, and automobiles.

Earlier this year, Baron was recognized by the House of Representatives in the State of Alabama with a commendation for his contributions to the weather industry, and for the safety and well-being of the residents of Alabama and beyond.

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.