



CONTACT: Parker Polidor 615-469-4411

BARON SERVICES AND CELL JOURNALIST CREATE STRATEGIC ALLIANCE TO FACILITATE NEW LEVEL OF WEATHER COVERAGE

Agreement Integrates Cell Journalist's User Generated Content Platform With Baron's Weather Radar And Forecast Capabilities

NASHVILLE, TN, April 14, 2009--Baron Services, a leading weather technology company and Cell Journalist, a leading provider of user generated content (UGC) solutions to television stations and other media outlets, have signed an exclusive arrangement to integrate the two robust technology platforms making possible an unprecedented level of coverage for news, weather and sporting events.

The Cell Journalist platform enables any individual with a cell phone, iPhone, or Blackberry to upload images and videos of newsworthy events as they happen, and it allows newsrooms and weather centers to expedite the content to air and online use.

As a result of the alliance, Baron's Omni and FasTrac weather systems, which merge radar and forecast display, live weather graphics and sensor data into one seamless presentation without rendering will add the dimension of actual photos and video from storm fronts.

"The combination of Cell Journalist's UGC solution with Baron's applications is a natural extension of Omni and FasTrac capabilities," said Bob Baron, president and chief executive officer of Baron Services. "We are able to provide a comprehensive package that combines radar, graphics and actual images with a level of speed and viewer participation that cannot be matched."

Parker Pollidor, founder and president of Cell Journalist, said his company is honored to be a part of this groundbreaking advance in television weather coverage. "Baron's products and services have a strong track record for innovation and reliability, so naturally we are pleased to work with them. More importantly, this new combination will result in a more advanced level of weather coverage that gives station viewers more information than they have ever had about approaching storms and storm damage."

About Baron Services: **Baron Services** owns numerous weather technology patents. Through its partnership with L-3 Communications, the company is part of the team that was awarded a five-year contract from NOAA's National Weather Service (NWS) to provide design, development and production for a comprehensive system-wide upgrade of the 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars. In addition, the company delivers advanced forecast modeling, mobile weather analysis, cutting-edge radar systems 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-polarization radars in the world. *Contact: Jenna Shepard or Kim Grantham, Baron Services. 256-881-8811*

About Cell Journalist: Cell Journalist was born the day after the London bombings in July 2005. Founded by entrepreneurs Parker and Colin Polidor, it has evolved into the most advanced application of its kind for media seeking images and videos of breaking news, weather and community events from its audience. As a direct result of the Cell Journalist implementation, one Gulf Coast NBC-TV affiliate received over 2,500 images from viewers in the aftermath of a local weather event in September allowing the station's audience to witness the disaster as it unfolded. For more information about Cell Journalist, visit www.celljournalist.com.

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