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BARON SAF-T-Net® DELIVERS TEXT-BASED ALERTS TO MOBILE DEVICES

April 20, 2009, HUNTSVILLE, Ala. — Baron Services, a leading weather technology company, now offers SAF-T-Net® (Site-specific Alerting for Threats), a patented service that enables television stations to send localized weather alerts, via e-mail or text message, directly to their viewers' mobile devices or inboxes for pre-specified locations. By customizing the alerts, stations can drive viewers directly to their on-air broadcast or web site, resulting in an enhanced weather brand and increased ratings.

“With SAF-T-Net, we are providing stations with an invaluable communications tool that can alert their viewers within moments of the first sign of severe weather.” said Bob Baron, president and CEO of Baron Services. “Viewers get the accurate, site-specific weather information they need on the go.”

Utilizing Baron Services' proven storm tracking technology, SAF-T-Net scours weather activity across the country, running each storm cell through an advanced series of algorithms. If algorithms detect a storm cell moving toward the subscriber's specified location, an automatic alert is sent to the user complete with station branded weather information.

Free to the Public and Premium versions of SAF-T-Net are available. The Free version alerts the entire DMA, while the Premium version only alerts those whose locations fall within the storm's projected track. In addition to other benefits, the Premium version features patent pending Baron Tornado Index (BTI) technology, which combines radar and model data to

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predict the likelihood of a tornado within a given storm and rates it on a scale of 1-10. The Free version allows subscribers to designate one location, while the Premium version enables viewers to select up to four different sites.

For more information on SAF-T-Net, please visit www.baronservices.com.

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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.