



The Only Complete Weather Company

NEWS RELEASE:

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Three Florida Television Stations Share Live Doppler Radar Data

Huntsville, AL October 28, 2005 – Baron Services, working with forward-thinking customers, once again offered a feed of Live Doppler Radar data to television stations around the United States to enhance and supplement hurricane coverage. As Hurricane Wilma made landfall across Florida, television stations around the country were able to provide very localized coverage of conditions. Baron was pleased to work with three Florida based television stations operating Baron-installed radars that generously shared their live radar data.

WBBH – Fort Myers, Florida – Waterman Broadcasting

WFLA – Tampa, Florida – Media General Broadcasting Group

WPTV – West Palm Beach, Florida – Scripps-Howard Broadcasting Co.

Hurricane coverage has become a nationwide television element and ten television stations around the country took advantage of highly-localized information on Hurricane Wilma to provide an additional level of detail to their communities. Baron is the only weather company uniquely suited to provide this level of service and detail to their client base. Each television station that participated received attribution for their contribution and the meteorological community benefited from high-resolution radar data.

In addition to providing advanced technology, Baron once again sent staff members to support television stations in the targeted path of the Hurricane for on-site support. The

first time Baron offered a live feed of a television station-owned radar was during Hurricane Katrina when five NEXRAD sites lost communications and were unable to transmit data.

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.