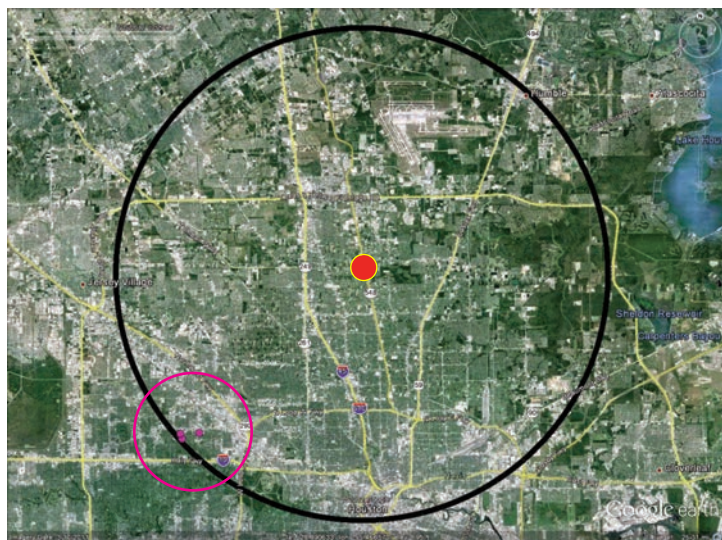


WeatherBug Safety Solutions In Action

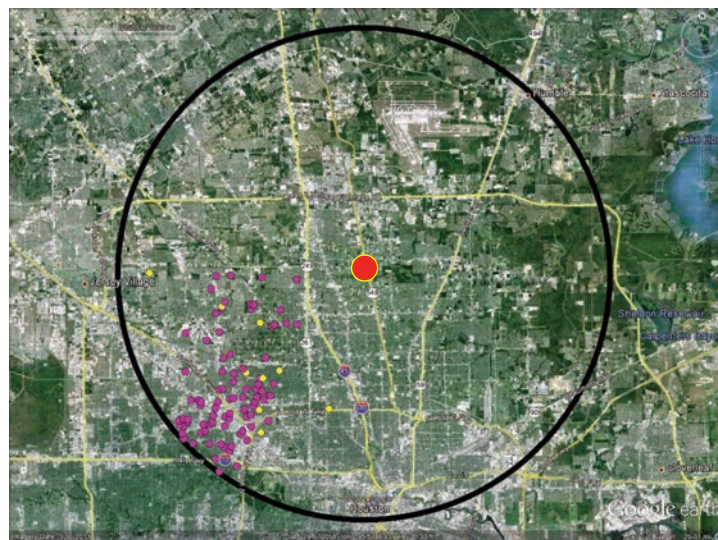
WHAT: A cloud-to-ground strike was detected yards from a soccer field, killing two and injuring one as participants took shelter under a line of trees.

WHERE: La Escondida Soccer Club Fields, Houston, TX

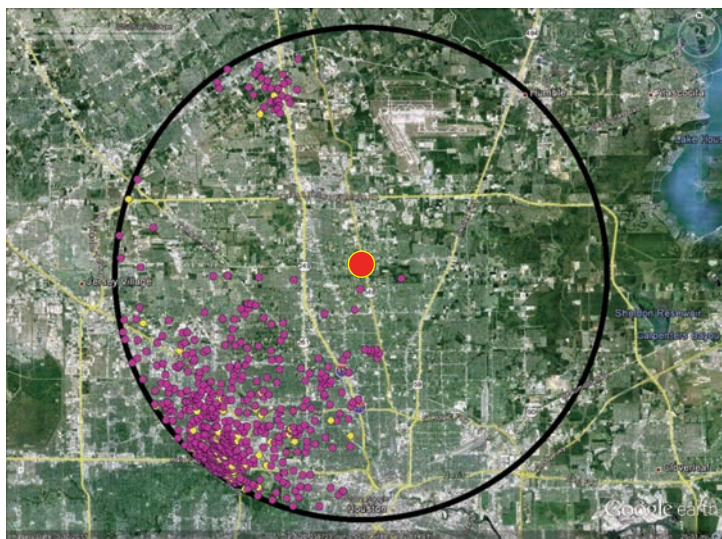
WHEN: Sunday, July 15, 2012



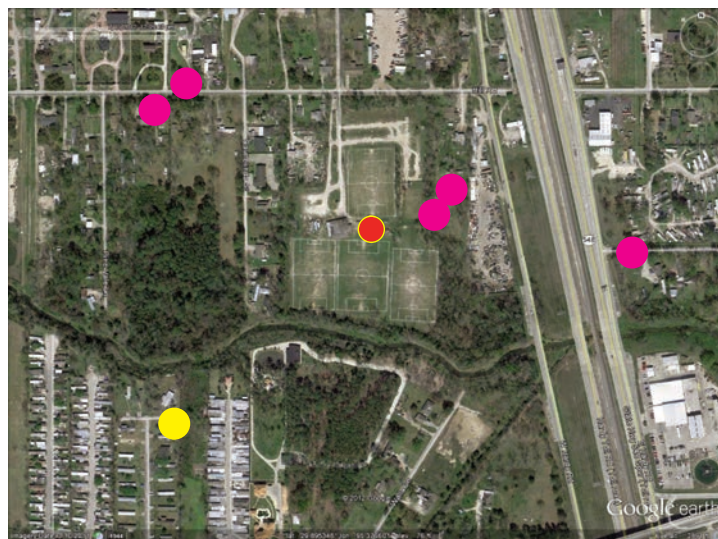
10:23 AM – A couple of in-cloud lightning pulses (magenta) occur within 10 miles of the soccer fields. Providing 1 hour and 45 minutes of notice that activity is within an unsafe area.



11:02 PM – Multiple in-cloud pulses detected within 3 miles. Several cloud-to-ground (yellow) strikes also detected within unsafe area. Approx. 1 hour and 6 minutes prior to fatal strike.



12:03 PM – An abundant amount of in-cloud lightning detected within 2/3 of a mile from field. Cloud-to-ground strikes were also detected within an unsafe area.



12:08 PM – A cloud-to-ground strike was detected close to the soccer field, killing two and injuring one as participants took shelter under a line of trees.

**WeatherBug provided clients in the area up to 1 hour 45 minutes advanced warning.
No National Weather Service warning was in effect at any time.**

This Event Demonstrates How Advanced Warning Can Help Save Lives

WeatherBug equips coaches and school officials with a turnkey solution that constantly monitors dangerous weather conditions and issues customized alerts in real time. WeatherBug provides on-site detection and advanced alerts for lightning and severe weather to multiple locations via multiple methods — mobile devices, computers, indoor alerting devices or to an outdoor alerting system.