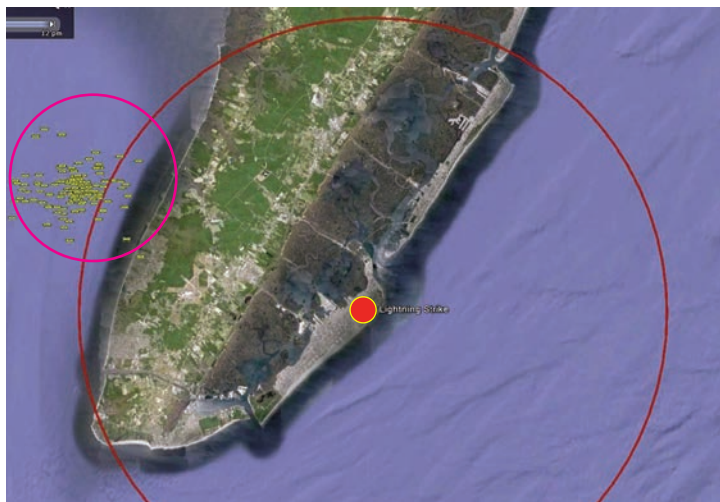


## Safety Solutions In Action

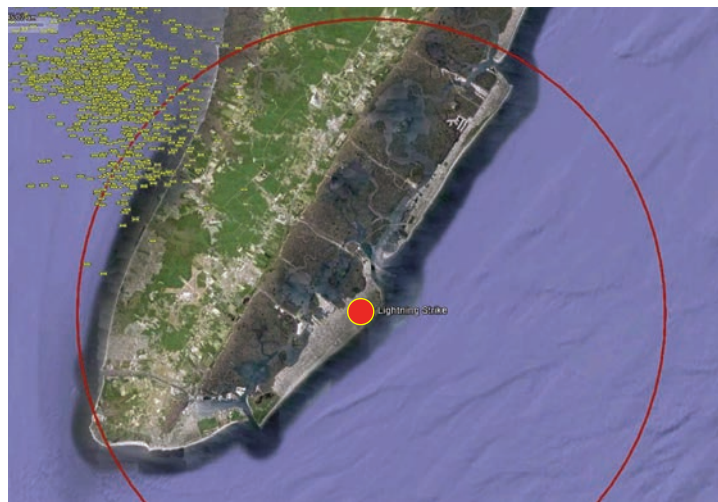
**WHAT:** Four people were taken to a local hospital after lightning strike near beach

**WHERE:** Wildwood, NJ

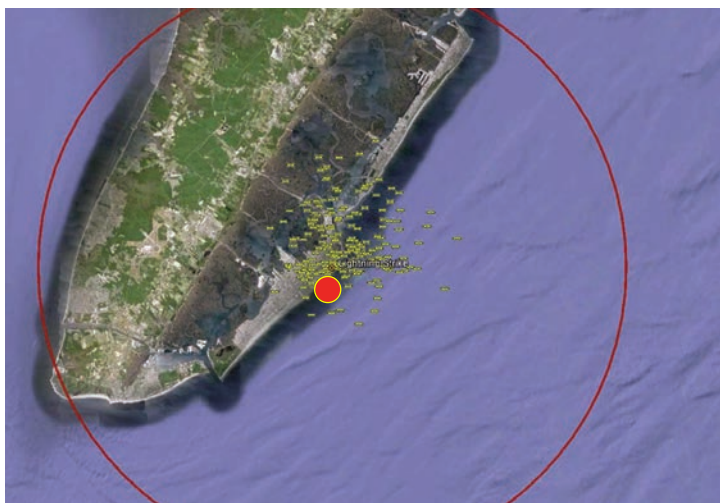
**WHEN:** Wednesday, August 1, 2012



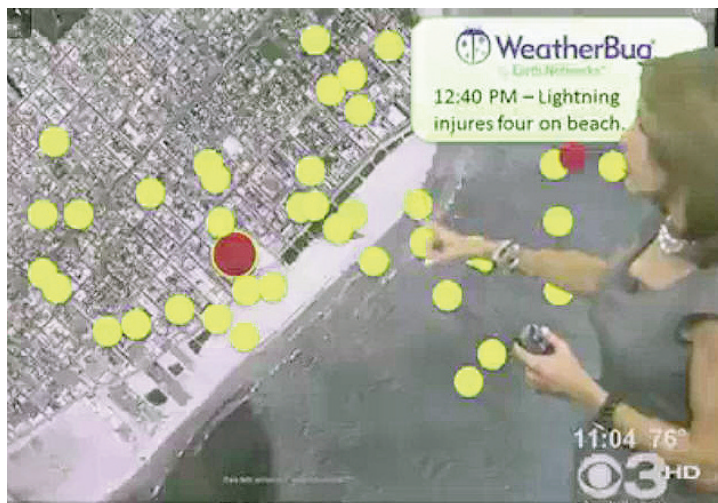
**11:30 AM** – In-cloud lightning pulses occur within 10 miles of the area (large red ring). Providing 1 hour and 10 minutes of notice that activity is within an unsafe area.



**11:45 AM - 12:00 PM** – In-cloud lightning continues within unsafe range. No cloud-to-ground strikes to this point. Approximately 55 minutes prior to injuries.



**12:32 PM** – After 32 minutes of inactivity in the area, in-cloud strikes start back up directly above the area. Approximately 8 minutes prior to injuries.



**12:40 PM** – Four people were injured by lightning as they huddled under an umbrella. Chief Meteorologist Kathy Orr from CBS3 in Philadelphia uses WeatherBug data on-air to show the in-cloud strikes (yellow) and cloud-to-ground strikes (red).

WeatherBug offered clients in the area 1 hour and 10 minutes advanced warning.

No National Weather Service warning was in effect at any time.

### This Event Demonstrates How Advanced Warning Can Help Save Lives

This event demonstrates the tremendous value of a TOTAL LIGHTNING. Total lightning data is critical and WeatherBug is the only provider that can detect TOTAL LIGHTNING to this level.

WeatherBug equips management and key personnel 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.