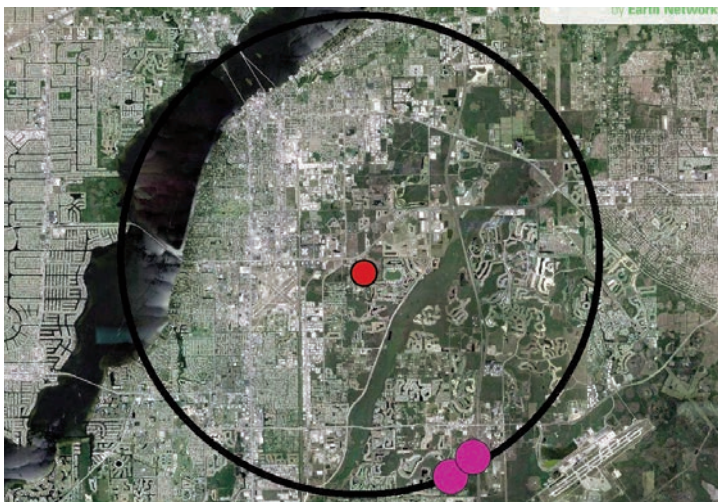


Safety Solutions In Action

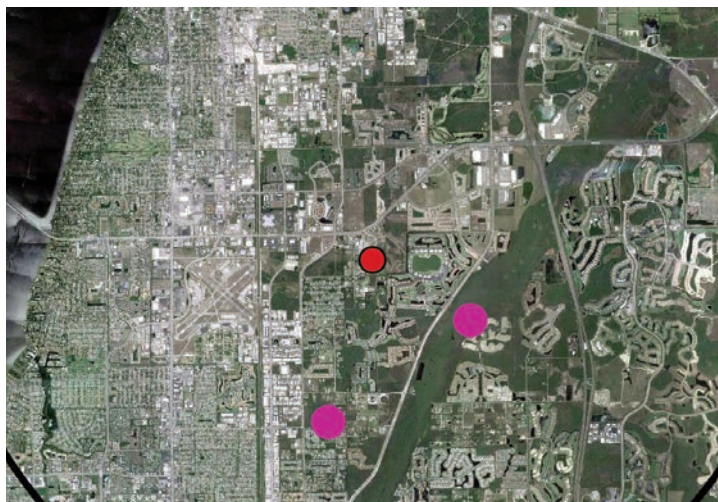
WHAT: A student from Southwest Florida Christian Academy was fatally struck by lightning at football practice.

WHERE: Southwest Florida Christian Academy – Fort Myers, FL

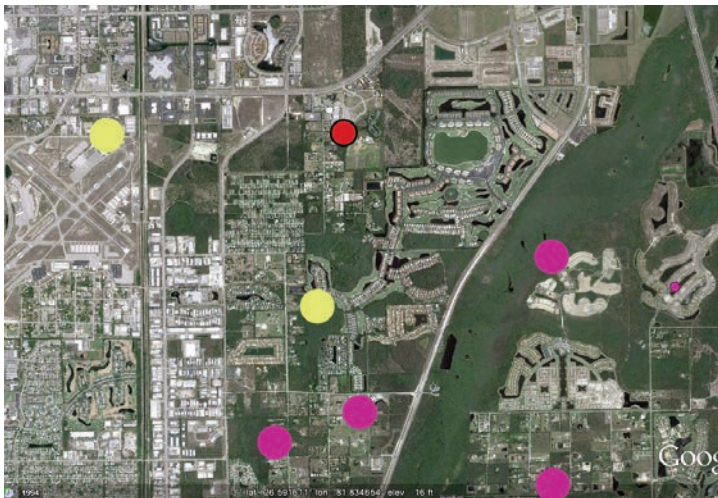
WHEN: Wednesday, October 3, 2012



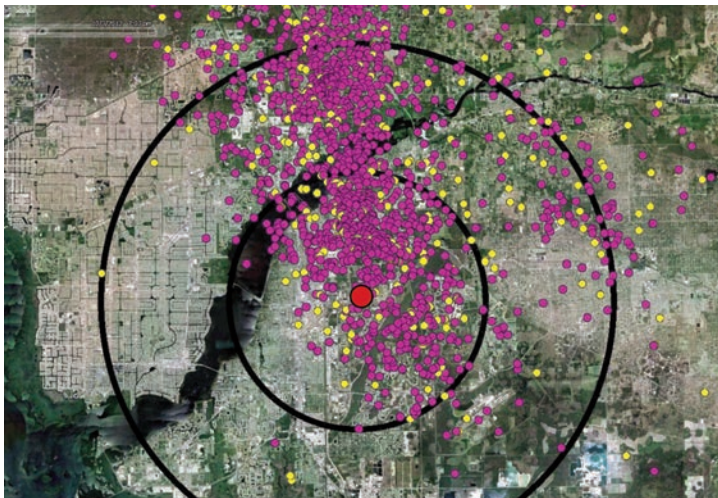
4:00 PM – First strikes 5 miles from the school – two in-cloud (magenta) lightning pulses - providing 3 minutes notice of lightning in area.



4:01 PM – In-cloud pulses within dangerous range of school. Approximately 2 minutes prior to injury.



4:03 – Cloud-to-ground lightning strikes and in-cloud pulses surround school and a student is fatally injured during football practice.



4:00 - 7:03 PM – Total lightning for the entire event.

WeatherBug offered clients in the area 3 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 TOTAL LIGHTNING. Total lightning data is critical and WeatherBug is the only provider that can detect TOTAL LIGHTNING at this level of precision.

WeatherBug equips management and 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 and to outdoor alerting systems.