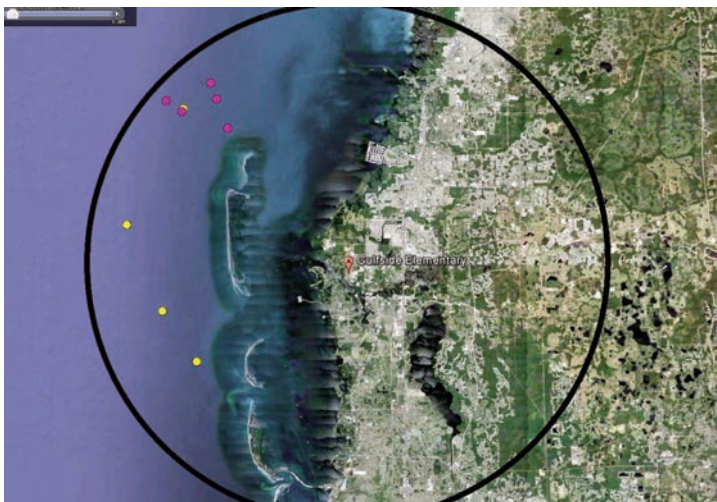


Safety Solutions In Action

WHAT: A school employee at Gulfside Elementary was struck by lightning at 8:22 AM

WHERE: Gulfside Elementary – Holiday, FL

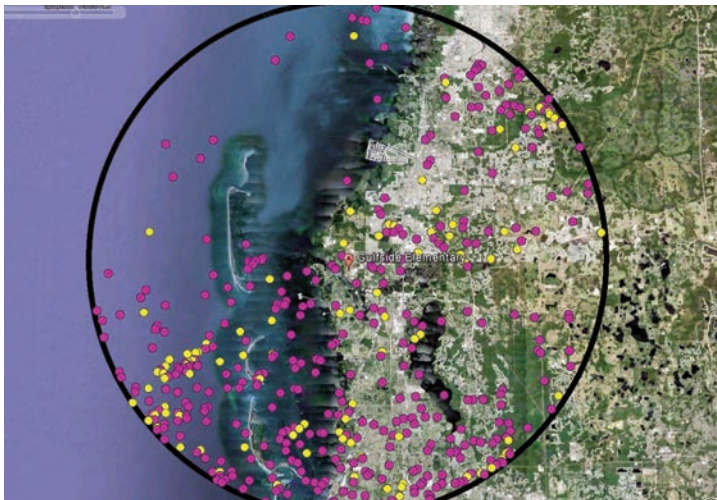
WHEN: Wednesday, March 31, 2011



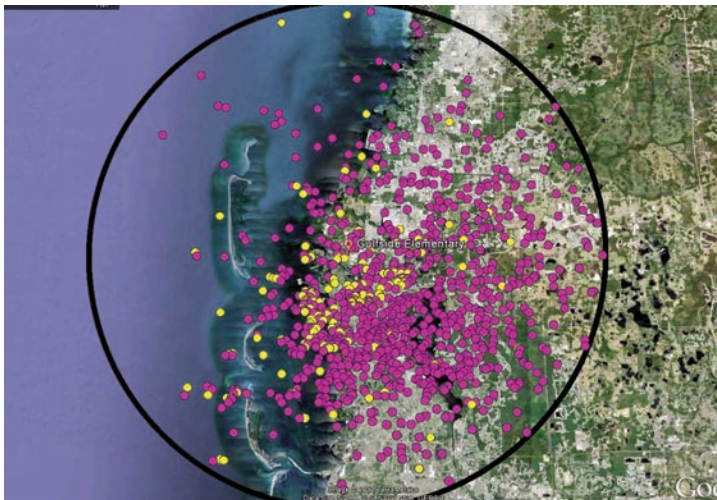
7:04 AM – In-cloud lightning detected within 6 miles of the school. What followed was a series of two very active storm cells.



7:04 - 7:30 AM – The first of two powerful storm cells moves across Gulfside Elementary.



7:30 - 8:01 AM – The second storm cell plows through Gulfside releasing even more lightning.



8:22 AM – In-cloud and cloud-to-ground strikes within an unsafe distance from school and injures custodial worker.

WeatherBug offered clients in the area 1 hour and 20 minutes advanced warning.

The NWS issues Tornado Warning for Gulfside Elementary area at 8:24 AM.

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.