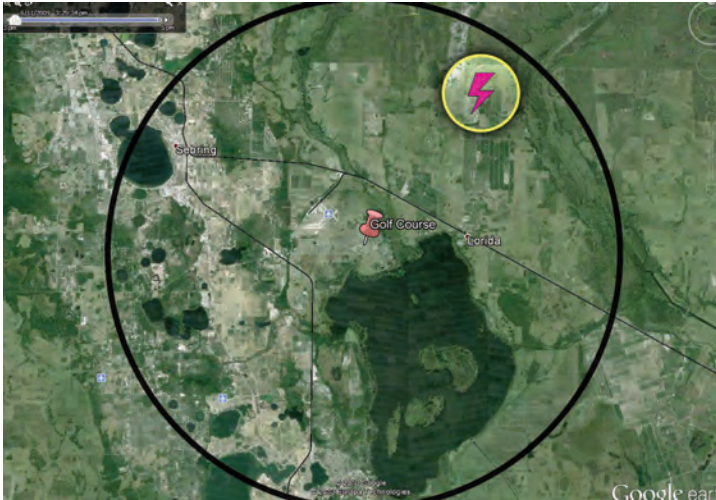


WeatherBug Safety Solutions In Action

WHAT: Golfer struck and fatally injured by lightning.

WHERE: Spring Lake Golf Resort, Sebring, FL

WHEN: Thursday, June 11th, 2009



3:29 PM – The first in-cloud lightning strike (magenta) is detected approximately 7 miles from the course – 38 minutes prior to fatal strike.



3:37 PM – The first cloud-to-ground lightning strikes (yellow) are detected approximately 7.2 miles from the course.



4:00 PM – Lightning continues to intensify and gets closer to the course - 7 minutes prior to fatal strike.



4:07:30 PM – This is the probable cloud-to-ground lightning strike that fatally injured the golfer.

WeatherBug offered clients in the area 38 minutes of advanced warning.

The NWS issued a Severe Thunderstorm Warning approximately 1 hour and 45 minutes after the fatal strike.

This Event Demonstrates How Advanced Warning Can Help Save Lives

This event validates 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.