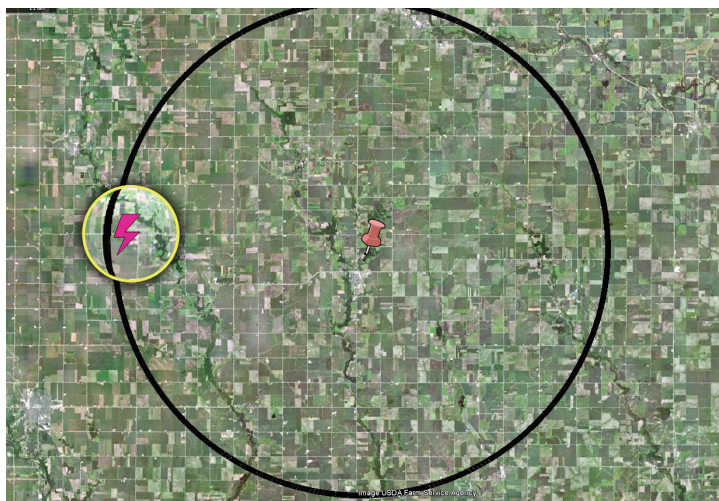


WeatherBug Safety Solutions In Action

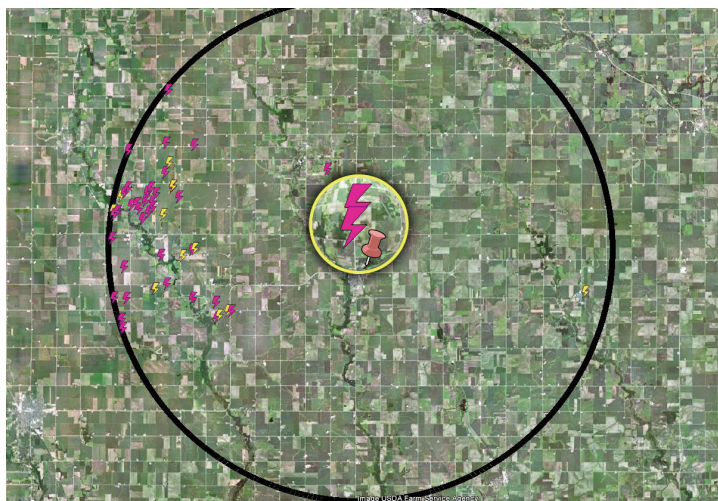
WHAT: A boy was injured critically by a lightning strike at a campground.

WHERE: Riceville, IA

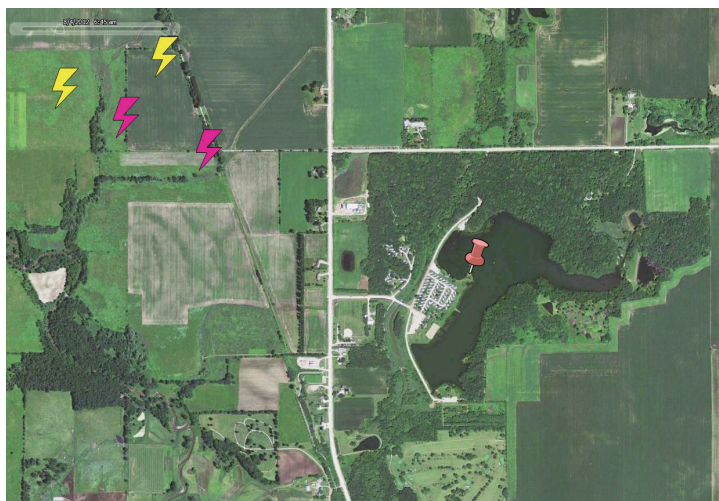
WHEN: Saturday, August 4, 2012



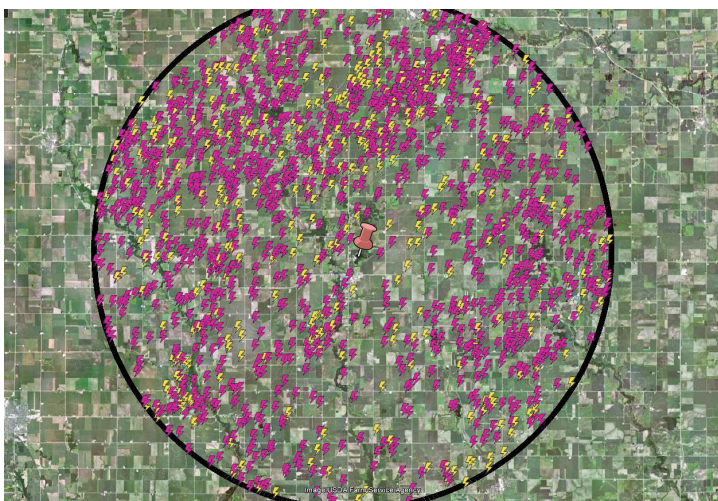
6:18 AM – The first in-cloud lightning pulse occurs 10 miles of the lake – 40 minutes prior to injury.



6:28 AM – The first lightning strike within 1 mile from the lake (0.94 mile) – 30 minutes prior to injury.



6:58:45 AM – Probable lightning strikes that likely caused injuries.



Total lightning for entire event.

WeatherBug offered clients in the area 40 minutes of advanced warning.
There were no NWS alerts associated with this event.

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.