



**FOR IMMEDIATE RELEASE
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WeatherBug and TrafficLand Bring Live Weather Information and Traffic Video Content to Millions of Users

***Launched in time for Memorial Day Travelers, Local Weather and Traffic
Come Together on Leading Web Sites***

Fairfax, VA & Germantown, MD—TrafficLand®, the largest, authorized aggregator of live traffic video and WeatherBug®, the leading provider of live, local weather information services, announced today a partnership to exchange live traffic video and weather information on their Web sites and on the WeatherBug Desktop Application to assist people to get to where they are going safely and by the best route available.

Launched today—in time for the Memorial Day weekend—millions of TrafficLand and WeatherBug users will now have a more comprehensive traveler information resource, combining local weather forecasts down to the zip code level and live views from thousands of local traffic cameras across the U.S.

“The combination of traffic and weather together is a natural fit for WeatherBug and TrafficLand customers. We spend so much time traveling to and from work, social events and activities, it is so important to know the best route to travel based on traffic and live weather conditions to make sure you arrive at your final destination on time and without incident,” said Michael Rosen, senior vice president and general manager of WeatherBug Consumer. “We look forward to continuing to work with TrafficLand as we bring on new cities and new features to benefit our users and our advertisers.”

The service launched with TrafficLand makes network video available through the WeatherBug Web site and WeatherBug Desktop Application from more than 32 major markets and 2,460 traffic cameras. Cities now available include: Washington, D.C., New York City, Atlanta, Phoenix, Cincinnati, Milwaukee and Baton Rouge to name a few.

“The ability to see first-hand how weather is affecting traffic and road conditions, with live, local video, is a real benefit to people making everyday travel decisions, especially during extreme weather conditions” said Lawrence Nelson, president of TrafficLand. “We’re extremely pleased to be able to expand the detail and depth of weather information offered to our Web site visitors and to provide WeatherBug with a local video layer to complement their weather information.”

About TrafficLand, Inc.

TrafficLand aggregates and re-broadcasts live traffic video over the Internet and on TV. The company has developed patent-pending technology to allow it to aggregate thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation traffic camera networks. TrafficLand's video network currently includes over 4,300 traffic cameras in 57 U.S. and international markets. The company is a leading provider of live traffic video viewed by the public on Web sites and mobile devices to avoid traffic congestion, and by first responders to aid emergency response and incident management. The company's website (<http://www.trafficland.com>) provides free access to its live traffic camera viewing service. First responders and federal emergency management agencies access the company's network through a secure, private service.

About WeatherBug®

WeatherBug (<http://www.weatherbug.com>) ensures that individuals, schools, businesses and government agencies receive the most precise live weather information, the most relevant weather reports, and the earliest weather warnings to safeguard property, lives and to plan with confidence. With 8,000 WeatherBug Tracking Stations and over 1,000 cameras primarily based at neighborhood schools and public safety facilities across the U.S., WeatherBug maintains the largest exclusive weather network in the world. The live, local weather conditions are delivered to millions of consumers via the Internet and mobile devices, more than 100 state and local government agencies including the National Weather Service, and to broadcast television stations, schools, and businesses. WeatherBug data is unique as it is the only live, neighborhood weather available anywhere. WeatherBug is a brand of AWS Convergence Technologies, Inc.

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