

WeatherBug Records a Blizzard of Downloads and Page Views

Number one weather site racks up 36 million page views during President's Day Blizzard of 2003; more than 100,000 sign up for the free service over two days

Gaithersburg, MD (February 18, 2003) – The President's Day Blizzard that slammed the East Coast this holiday weekend drove millions to WeatherBug, a free software application. WeatherBug recorded 36 million page views during the Sunday-Monday period, according to AWS Convergence Technologies, which owns and operates the product. From Virginia to Maine, the President's Day Blizzard dropped one to two feet of snow, sometimes at a rate of one to two inches per hour.

WeatherBug is the number one source for weather information on the Web, according to comScore Media Metrix, an Internet audience measurement firm. The free desktop weather software application streams live neighborhood weather conditions, severe weather warnings, emergency alerts, forecasts and more directly to more than 18 million PC users' desktops. It is powered by AWS' nationwide live network of 6,000 weather stations, which is based primarily in neighborhoods.

"WeatherBug provided a valuable public service to people in those regions hit hardest by the storm. As weather conditions changed and as our National Weather Service sought to distribute updates throughout the blizzard, WeatherBug became a lifeline of critical, life-saving information to people in their homes. That, plus our live weather coverage and local camera views, helped drive more than 100,000 new customers to sign up for our service during Sunday and Monday alone." said Andy Jedynek, WeatherBug's SVP/General Manager.

WeatherBug is highly unique when compared to any other source of online weather information. It provides users with extremely accurate, live conditions that come directly from an AWS weather reporting station that is in many cases in their neighborhood. This highly localized weather information is not available from any other weather source. WeatherBug is promoted nationwide by local NBC, CBS, ABC and Fox television stations who partner with AWS to provide this service.

WeatherBug features an easy to use digital dashboard that provides five-day forecasts, live camera images with a time-lapse feature, and local Doppler radar. It sits resident as a temperature icon on the Windows taskbar, and provides visual/audible alerts when there are National Weather Service weather bulletins and other local civil emergencies. Unlike any other weather service, WeatherBug delivers up-to-the-second conditions. A premium version of the product, WeatherBug Pro, is available for purchase at weatherbug.com for \$19.95 per year.

About AWS Convergence Technologies, Inc.

AWS Convergence Technologies, Inc. (aws.com) owns and operates the largest network of weather stations in the world. This real-time network gathers comprehensive, up-to-the-second weather information from more than 6,000 communities and powers the company's various products and services, including: WeatherBug™, an online weather service that provides live neighborhood conditions to more than 18 million registered PC users; WeatherNet for Broadcast, which delivers real-time weather information to more than 80 million U.S. households through partnerships with 100 local television stations; WeatherNet for Education, which provides engaging weather information and educational tools to schools and colleges, including an innovative set of online lesson plans and software called WeatherNet Classroom; and AWS Data Services which uses AWS' unique weather network and software to provide high-value solutions for vertical industries such as energy, retail, and transportation.

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