

## **WeatherBug® Dominates All Weather Web Sites During Hurricane Isabel Week, According to comScore Media Metrix Data**

*WeatherBug defines how consumers stay informed online during major weather events; More than four million people flock to the service on Sept. 18 as Isabel hits landfall*

**Gaithersburg, MD—September 24, 2003** – WeatherBug dominated the field of weather Web sites the week of Hurricane Isabel, according to newly released data from comScore Media Metrix. The audience measurement firm said that WeatherBug ([www.weatherbug.com](http://www.weatherbug.com)) had more unique daily users last week than any other online weather source.

Unique visitors by day, according to comScore Media Metrix:

	<b>Monday 9/15/03</b>	<b>Tuesday 9/16/03</b>	<b>Wednesday 9/17/03</b>	<b>Thursday 9/18/03</b>	<b>Friday 9/19/03</b>
<b>WeatherBug</b>	3,659,065	3,534,330	3,578,283	4,039,203	3,346,138
<b>Weather.com</b>	3,114,945	3,077,824	3,135,069	3,853,351	2,719,152
<b>Accuweather.com</b>	346,590	290,728	375,872	503,064	402,493

“Isabel was the first true ‘Internet hurricane,’” said Bob Marshall, President and CEO of AWS Convergence Technologies, which owns and operates WeatherBug. “On-site reports from our phenomenal team, including expert meteorologists, coupled with a massive network of more than 1,000 Internet-connected live weather sensors and cameras in the path of the storm, set a new standard for how severe weather and hurricanes will be tracked and covered online for years to come. WeatherBug provided coverage which was unmatched anywhere else. Our ratings dominance last week reinforces that people recognize this difference.”

WeatherBug is the only service that streams up-to-the-second weather conditions, severe weather alerts, forecasts, radar and camera images to PC desktops. More than 27 million people have registered for the service since it launched three years ago. WeatherBug is powered by a unique, dense network of weather sensors located in 6,000 communities across the country -- far more than any other source. It is presented nationwide in partnership with local NBC, CBS, ABC and Fox television affiliate stations.

During the week of the storm, September 15-19, more than 260,000 people downloaded and registered for WeatherBug. According to comScore Media Metrix, WeatherBug also ranked number one in page views on the day of landfall, recording more than 43 million views on September 18.

“We have quietly amassed a huge, loyal community that turns to WeatherBug to stay informed and alerted when severe weather strikes. Because of the desktop relationship we have, we send weather information and alerts direct to the user’s PC, so they can easily and quickly stay informed,” said Andy Jedynak, Senior Vice President and General Manager of WeatherBug. “As Isabel struck and moved inland, people in the path of the storm and their distant friends and relatives wanted to track its impact on their communities. Our hyper-local weather sensor network was by far the best way to do that. We are gratified to have played a key role in helping people protect lives and property.”

To bolster storm coverage, WeatherBug sent several teams of meteorologists to key locations up and down the Mid-Atlantic coast to file constant updates, reports and images. In addition, it dispatched the WeatherBug Live StormTracker Truck, a vehicle outfitted with live weather sensors, to Ocean City, Maryland to stream up-to-the-second weather data and live camera images 24 hours a day. WeatherBug also invited users to share how Isabel affected them. It was the first weather site to create a community that invited consumers to post stories and pictures. The service also added on-demand streaming video reports from key broadcast television partners in the storm’s path.

**About AWS Convergence Technologies, Inc., parent company of WeatherBug**

AWS Convergence Technologies, Inc. (aws.com), based in Gaithersburg, Maryland, owns and operates the largest network of live weather sensors and cameras in the world. This 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 27 million registered PC users; WeatherNet Media Services, which delivers live weather information to more than 80 million U.S. households through partnerships with more than 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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