

Enhanced WeatherBug® Advertising Platform Improves Targeting to Consumers Who Are “In Market” for Products and Services

Online advertising program cuts clutter, giving advertisers more “face-time” to establish a one-to-one relationship with prospective customers

Gaithersburg, MD—January 22, 2004—WeatherBug®, an advertising-supported desktop application that streams localized up-to-the-second weather information to consumers, today unveiled new enhancements to its Sponsor Select™ advertising platform that help marketers build a stronger relationship with relevant users who are “in market” for their products and services.

Effective immediately, every month WeatherBug gives its users the opportunity to choose a single advertiser to serve as their exclusive sponsor for the next 30 days. According to internal research, fully two-thirds of WeatherBug users said they want the power to select their own advertiser.

"This program is all about choice and relevancy. We respect the consumer's desire to choose the ads that are most relevant to their current purchase interests," said Andy Jedynek, Senior Vice President and General Manager for WeatherBug. "We believe that by giving consumers more choice, they will naturally gravitate to products and services they are ready to buy. The result is that advertisers who are selected, can market to the individuals who chose them, at the right time and in a completely clutter-free advertising environment that builds brand and improves response."

During the first few days of the month, WeatherBug users who choose to select a sponsor receive a visit to that Sponsor's Web page, and see ads exclusively from that Sponsor on WeatherBug. The rest of the month they may occasionally see additional ads or text links from their sponsor as well. The Sponsor Select process repeats itself every 30 days.

Users can also opt not to choose a sponsor. These consumers will instead see other targeted and run of site display ads on WeatherBug, as well as pop-unders and/or targeted BrandWraps™. The BrandWrap seamlessly integrates the advertiser's content with the live weather information presented on WeatherBug.

WeatherBug (www.weatherbug.com) is an advertising-supported online service that has an extremely loyal audience base. It ranked third among all sites in repeat monthly visitors* and in the top 30 in unique visitors, according to comScore Media Metrix, an audience measurement firm. Last month the audience measurement firm said WeatherBug had 16.4 million unique visitors. The desktop weather software application streams live neighborhood weather conditions, severe weather warnings, emergency alerts, forecasts and more direct to PCs. It has been downloaded nearly 30 million times since it debuted in 2000.

WeatherBug is highly unique when compared to any other source of online weather information. It provides users with extremely accurate, live conditions that stream directly from a WeatherBug weather reporting station that is in many cases in their neighborhood. This highly granular 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.

About AWS Convergence Technologies, Inc.

AWS Convergence Technologies, Inc. (aws.com) owns and operates the largest network of weather stations in the world. This live network gathers comprehensive, up-to-the-second weather information from more than 6,200 communities and powers the company's various products and services, including: WeatherBug®, an

online weather service that provides live neighborhood conditions to 30 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 first response.

*Avg. Usage Day Per visitor (9.1 days a month), December 2003 data, comScore Media Metrix.

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