

## **WeatherBug® Enhances Local Weather News Coverage with Photos Submitted by Users**

*Thousands uploading their photos each week;  
New photo community features drive WeatherBug traffic up by 10%*

**Gaithersburg, MD – March 1, 2004** – WeatherBug®, a desktop application that streams live weather information and one of the most popular digital media properties, today said that has launched expanded local weather news coverage that incorporates photos submitted by users from around the country.

WeatherBug is one of a number of print, broadcast and online media outlets that are increasing giving consumers a role in the editorial process of reporting news. This trend is often referred to as “participatory journalism” or “open source media.”

“When it comes to weather, pictures tell the story. As the leader in local weather information, we wanted to help users visualize the important weather events that are shaping their daily lives. By giving them a role in this process, we have not only augmented our news coverage, but have also helped our users share their experiences,” said Andy Jedynak, Senior Vice President/General Manager for WeatherBug.

WeatherBug recently launched a separate photo community section that includes a library of thousands of user-uploaded photos. This new section played a key role in driving WeatherBug’s overall page views up by 10% since it debuted last year.

Every day more people turn to WeatherBug for weather news and information than any other online source. WeatherBug ([www.weatherbug.com](http://www.weatherbug.com)) is a free desktop software application that streams up-to-the-second, neighborhood weather conditions, severe weather warnings, emergency alerts, forecasts and more, direct to PC users’ desktops. With 19 million unique visitors in January, WeatherBug is one of the 30 largest properties on the Web, according to comScore Media Metrix. According to the measurement firm, WeatherBug is also number one in daily reach among all weather sites, and the most loyal weather service on the Web.

WeatherBug is unique when compared to any other source of online weather information because of its unique network of over 6,000 weather monitoring stations, based primarily at schools nationwide, as well as other community locations. This network enables WeatherBug to provide users with extremely accurate, live conditions that stream directly from a weather reporting station that is, in many cases, in their neighborhood. This highly granular weather information is not available from any other weather source.

The software application is promoted nationwide by local NBC, CBS, ABC and Fox television stations who partner with parent company AWS Convergence Technologies to provide this service. More than 30 million users have downloaded and registered for WeatherBug since it launched in 2000. A subscription version of the product is available for \$19.95 a year.

### **About AWS Convergence Technologies, Inc.**

AWS Convergence Technologies, Inc. ([aws.com](http://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 6,000 communities and powers the company’s various products and services, including: WeatherBug®, an online weather service that provides live neighborhood conditions to over 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.

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