

WeatherBug Debuts Innovative “On-Demand” Advertising Model

*Program Gives Consumers the Power to Change Their Sponsor at Will;
Gives Advertisers Qualified Leads and Guaranteed Site Visits*

Gaithersburg, MD – January 23, 2003 – WeatherBug has unveiled an innovative “On-Demand” online advertising model that enables its 17 million users to change their sponsor at will. The capability debuted with the launch of WeatherBug 5.0, a significant upgrade to the Internet application that is now available at www.weatherbug.com.

WeatherBug is the number one source of weather information on the Web and one of the top news and information sites, according to comScore Media Metrix, an Internet audience measurement firm. The free, ad-supported Internet application streams live neighborhood weather conditions, severe weather warnings, civil emergency alerts and forecasts to more than 17 million PC users. It is powered by AWS Convergence Technologies' nationwide network of 6,000 weather stations, which is based mostly at schools. AWS owns and operates WeatherBug.

With the launch of version 5.0, WeatherBug now features a “Choose Another Sponsor” button that enables a user to change their sponsor as often as they would like. Once clicked, WeatherBug presents consumers with a list of advertisers to choose from, divided into several major categories such as health, travel, computing, education and others.

When a new advertiser is selected, WeatherBug's appearance changes to display the advertiser's messages wrapped around the weather content in a unique format called BrandWrap™. This WeatherBug online advertising paradigm, which enables high brand recall, first debuted in 2001. Users also receive a welcome email from their new advertiser and are shuttled to the sponsor's Web site during the selection process. Advertisers participating in this program only pay for sponsorships when their ads are chosen.

“This immersive On-Demand advertising experience benefits both advertisers and consumers. Advertisers are guaranteed to reach consumers that are highly interested in what they have to say through three channels, while consumers get to hear from only those advertisers they are interested in,” said Andy Jedynak, WeatherBug's Senior Vice President, General Manager.

WeatherBug's new “Advertising On-Demand” feature is an expansion of the highly successful program called Sponsor Select™ that debuted last year. Sponsor Select enables consumers to have more control over who advertises to them.

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 16 million registered PC users that is the number one source for online weather information, according to comScore Media Metrix; 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.

Press Contact:

Steve Rubel
CooperKatz & Co.
(212) 455-8085
srubel@cooperkatz.com

Lesley Weiner
CooperKatz & Co.
(212) 455-8079
lweiner@cooperkatz.com