



## **Inergize Digital Signs Three Broadcast Groups to Feature Weather Central Interactive Radar on Station Web Sites**

*Inergize Digital clients Newport Television, New Vision Television and Gray Television now feature Weather Central Interactive Radar on many of their station Web sites*

BLOOMINGTON, MN – June 2, 2010 – Inergize Digital®, the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices, today announced it has signed Newport Television, New Vision Television and Gray Television to Weather Central Interactive Radar. Inergize Digital is a preferred distributor of Weather Central enterprise and forecasting solutions to television and radio stations, newspapers and magazines.

Many Newport Television, New Vision Television and Gray Television stations now feature the Weather Central Interactive Radar on the weather page of their station Web sites, offering consumers local, national and spotlight weather views as aerials or maps with clouds and radar. With the Inergize Digital Weather Central Interactive Radar offering, clients receive a 300 x 100 ad position that can be utilized for station branding, sponsorship sales with 100 percent of revenue retained by the client, or used to offset the cost of premium applications from Weather Central.

“We are pleased to continue our company growth by offering superior online weather solutions from Weather Central that provide industry-leading accuracy, user engagement and time spent on site,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “We have the flexibility to integrate the Weather Central Interactive Radar on Web sites that utilize the Inergize Web CMS™ such as Newport Television and New Vision Television or on Web sites leveraging competing Web CMS systems such as Gray Television, making it easier for all local media companies to profit from weather online.”

The Weather Central Interactive Radar now appears on 27 Newport Television, 10 New Vision Television and 30 Gray Television station Web sites.

### **About Weather Central Interactive Radar**

Weather Central Interactive Radar is the industry standard for local media companies with more than 300 installations since its 2007 inception. Through continuous product development, the Weather Central Interactive Radar provides individual storm tracking down to street level; a rolling 48-hour “Futurecast” of clouds and radar; and the ability to place cameras, sponsor logos, venue forecasts and other customized content into the application. In addition, local media companies with competing radar offerings can ingest live local data into the Weather Central Interactive Radar application.

## **About Inergize Digital**

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices. For more than eight years, Inergize Digital has done more for local media companies by building their brands, generating revenue and positioning client Web sites as the number one source of local information.

The Inergize Web CMS laid the foundation for some of the most popular local media Web sites; the Seek it Local® online search directory was the industry's first to integrate online, on-air and mobile revenue; and Inergize Mobile™ offers the industry's leading solutions that distribute content to mobile devices.

Small, medium and large media companies turn to Inergize Digital to do more for their local businesses, including Catamount Broadcasting Group, Fisher Communications, Gray Television, Newport Television, New Vision Television Group, Schurz Communications and more.

For more information, please visit [www.inergizedigital.com](http://www.inergizedigital.com) or call (952) 460-7600.

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