



Gray Television, Inc. Selects Inergize Digital® iMapWeather™ Solution

Product provides local weather forecasts, current conditions, radar and satellite images, and real-time storms down to the street level anywhere in the world

MINNEAPOLIS, MN – April 2, 2009 – Inergize Digital® today announced Gray Television, Inc. has selected the Inergize Digital iMapWeather™ solution to provide local weather data, images and video on its 30 station Web sites.

“We are pleased Gray Television has selected Inergize Digital to supply iMapWeather, providing new revenue streams for its 30 station Web sites,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Stations can now sell vibrant pre-roll video and static ad positions to generate revenue - all while locally branding iMapWeather to consumers.”

“Inergize Digital supplied an online weather solution that met all of our weather and business needs,” said Lisa Bishop, Vice President, Internet Operations and New Media at Gray Television, Inc. “Inergize Digital’s iMapWeather solution is already generating a positive response. Our consumers are thrilled with street-level weather and our advertisers are already seeing a return.”

All 30 Gray Television station Web sites with Inergize Digital iMapWeather are now live.

About iMapWeather

iMapWeather is a real-time interactive weather technology created by Weather Decision Technologies, Inc. (WDT) that provides weather forecasts and current conditions, radar and satellite images, real-time storms and nautical information online and on-the-go. Developed as a user-friendly Flash module for easy Web site integration, iMapWeather creates new revenue streams for media companies with accurate weather detail down to the street level anywhere in the world.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies. The Company’s Content Management System leverages the power of video, e-mail and syndication delivery, online directories as well as advertising leadership in contests and gaming to create profitable Web sites and campaigns for local television, radio, newspaper, magazine and other media companies. E.W. Scripps, Four Points Media, Liberty Media, Newport Television and New Vision Television Group, among others, rely on Inergize Digital to position their Web sites as the number one source of local information.

For more information, visit www.inergizedigital.com, call (952) 417-3294 or e-mail sales at inergizedigital dot com.

About Gray Television, Inc.

Gray Television, Inc. is a television broadcast company headquartered in Atlanta, GA. Gray currently operates 36 television stations serving 30 markets. Each of the stations are affiliated with either CBS (17 stations), NBC (10 stations), ABC (eight stations) or FOX (one station). In addition, Gray currently operates 39 digital second channels including one ABC, five Fox, seven CW and 16 MyNetworkTV affiliates plus eight local news/weather channels and two "independent" channels in certain of its existing markets. <http://www.gray.tv>.

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