



Inergize Digital and Weather Decision Technologies Offer Broadcasters a Whole-New Way to Zoom In On Local Weather

*Inergize Digital to Distribute iMapWeather to Wholly-Owned and Affiliate Metropolitan
Television Stations in the U.S.*

MINNEAPOLIS, MN and NORMAN, OK – January 27, 2009 – Inergize Digital and Weather Decision Technologies, Inc. (WDT) today announced a partnership to bring advanced interactive weather services to the local and regional broadcasting industry. The agreement provides for Inergize Digital to distribute WDT's industry-leading Google Maps™-based iMapWeather™ Flash module to wholly-owned and affiliate television stations in metropolitan areas across the United States. More than 65 participating Web sites have added iMapWeather technology to date including Newport Television, Gray Television and New Vision Television.

iMapWeather offers web portals, major destination sites and affinity sites as the most comprehensive array of global forecasts and nowcasts available today. Media companies can now upgrade their weather display to add powerful "stickiness" to their online offerings. iMapWeather provides amazing weather detail on Google Maps™ mapping service or Google Earth™ mapping service right down to the street level anywhere in the world. iMapWeather includes:

- Powerful GeoPlex™ Technology for global weather data on Google Earth mapping service.
- "Click Anywhere" functions on interactive maps to view current conditions and forecasting.
- Easy zoom-in and out, right down to the street level to view WDT Radar Mosaics and forecasts for precise locations.
- Full customization of the iMapWeather Flash module to match company brands and the desired user experience.

This month WDT and Inergize Digital launched interactive weather applications appearing in prime positions on station weather pages across the United States. The Flash module not only attracts visitors seeking dynamic weather information, but leads to increased time-on-site, a critical factor in web page advertising performance and analytics.

"iMapWeather offers media and Web companies a full suite of weather applications with state-of-the-science radar, precipitation, temperature, nowcasts and forecasts, ship and buoy data, and nationwide watches and warnings," said Mike Eilts, President and CEO of WDT. "Inergize Digital brings a new and innovative way to help bring iMapWeather to market, with dynamic, revenue-generating advertising services attached."

"This collaboration offers media partners a unique branded look and feel, powered by iMapWeather," said Jason Gould, Senior Vice President and General Manager at Inergize Digital. "For potential new clients, this model provides an opportunity for media properties to add a vibrant content area along with a new revenue stream, using both video and static ad positions."

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](mailto:inergizedigital.com).

About Weather Decision Technologies (WDT)

Founded in 1999, Weather Decision Technologies has become a global leader in providing state-of-the-science weather detection, nowcasting, and forecasting systems and services to our partners and customers. WDT provides its numerical weather prediction capabilities and services for weather sensitive industries worldwide. WDT maintains operational and international offices in metropolitan Washington DC; Norman, Oklahoma; Munich, Germany and Tokyo, Japan. For more information, visit www.wdtinc.com.

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