



WeatherNation Launches Feature-Packed Weather App for iPhone

Robust App Enables On-Demand Stream of WeatherNation TV Service

DENVER – Aug. xx, 2012 – [WeatherNation TV, Inc.](#), a multi-format 24/7 local, regional and national television weather news service for broadcasters, is now offering an easy-to-use, feature-packed weather app for mobile iPhone® users, available for free from the [App Store](#).

The [WeatherNation app](#) finds the user's location automatically and gives instant local weather information. With a swipe of the screen, the user can quickly navigate between current weather conditions, hourly forecasts, extended forecasts (including 36-hour and 7-day outlook), set-up of localized severe weather alerts, and sharing of photos and videos of weather-related happenings. The app also contains the unique ability to watch WeatherNation TV's 24/7 on demand stream on the iPhone.

“WeatherNation’s TV service already provides superior weather news around the clock, delivered by certified meteorologists, to broadcasters, cable companies and online viewers,” said Michael Norton, president of WeatherNation TV, Inc. “Now, whether you’re a mother of three, an on-the-go business professional or a weekend warrior, our WeatherNation app lets you take your weather news with you whenever you leave the house.”

The WeatherNation iPhone app uniquely lets users watch WeatherNation’s TV service on demand with advanced adaptive bit rate streaming to provide the highest quality viewing experience for mobile users. Users can get up-to-date local, regional and national TV weather news from the most accurate meteorologists.

Other features of the app include the following:

- Sync Calendar mode lets users effortlessly look up weather information associated to events posted on the iPhone’s calendar.
- Maps/Radars feature lets users track storms through animated Doppler radar displayed across familiar Google maps. Other overlays include satellite view, visible

satellite, global satellite, advisories, snow depth, current temperatures, current winds, current dew point, current humidity, current wind chill, and current heat index. Select specific point data as well like storm cells, storm reports, lightning strikes, or even wildfires.

- Social Sharing lets users post their own dramatic weather-related photos or videos to share with WeatherNation fans around the country. Users can share weather information through Facebook, Twitter and email.
- Global View gives the ability to spin the globe and tap on any city on earth to look at current conditions.

The free version of the app includes banner ads the top, while the paid version for \$1.99 offers an ad-free version. To download the app, visit the Apple App Store or click [here](#).

About WeatherNation TV, Inc.

WeatherNation TV, Inc., headquartered in Denver, Colo., offers 24/7 coverage of current and severe weather news and information in a compelling meteorologist-hosted service available in both HD and SD formats to local broadcasters and cable operators. For broadcasters, WeatherNation contains no paid programming, is E/I compliant, is closed captioned and supports EAS. WeatherNation also integrates with a TV station's existing traffic and billing system for supporting ad insertion without the need for additional hardware. For more information, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

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