



## **WeatherNation TV Partners with WILX NBC10 and its 'Weather Authority' Team to Provide Innovative, Accurate, 24/7 Weather Reporting to Lansing / Jackson Viewers in Michigan**

**Lansing, Mich., Oct. 1, 2014** - WeatherNation TV, Inc., a multi-format, local, regional and national television weather news service, announced today its partnership with WILX-TV 10 to broadcast 24/7 weather news on digital TV channel 10.2 across Lansing and Jackson, Mich., and on Comcast Channel 294 and WOW Cable Channel 152 across central Michigan.

WeatherNation TV currently delivers reliable and current local, regional and national weather programming in multiple cities across America, including Washington, D.C., Atlanta, Boston, Minneapolis, and Denver and is expanding its reach rapidly.

"We are thrilled to be upgrading the coverage of WILX-TV's Weather Authority on our digital weather channel 10.2 with WeatherNation, which provides us comprehensive national weather coverage that is perfectly paired with Mid-Michigan's leading weather experts Andy Provenzano and Darrin Rockcole," said Michael J. King, Vice President and General Manager of WILX-TV. "Weather can be dangerous at times. Combining our Weather Authority team with the resources of WeatherNation gives us unparalleled coverage capabilities when it matters most."

"Our weather is always changing, so the timing is perfect to team up with WeatherNation to provide our viewers in-depth weather coverage on channel 10.2," said Darrin Rockcole, Chief Meteorologist for WILX-TV. "Through our partnership, you'll get local weather updates every 10 minutes, plus regional and national updates from WeatherNation."

"WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from Lansing's WILX-TV Weather Authority Team," said Michael Norton, president of WeatherNation. "Our knowledgeable team of meteorologists provides around-the-clock coverage of breaking weather and forecasting."

The WeatherNation TV network delivers a back-to-basics approach to weather reporting and forecasting. Instead of long-form shows interspersed with short bouts of weather news, WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and stunning details.

WeatherNation TV's team of seasoned meteorologists use the latest technology from Baron Services and its Omni® and VIPIR® Systems to forecast and illustrate current conditions with engaging and innovative real time 3D graphical mapping to help viewers understand the in-depth story behind their weather. A powerful severe weather tracking system also gives viewers a detailed visual assessment of storms and other extreme weather, from the satellite view down to street-level detail.

**About WeatherNation TV, Inc.**

WeatherNation TV, Inc., headquartered in Denver, Colo., produces the WeatherNation TV network, which provides 24/7 coverage of current and severe weather news and information in a compelling, meteorologist-hosted format available in both HD and SD to local broadcasters and cable operators. WeatherNation is helping broadcasters realize revenues from digital channels and over-the-top platforms. WeatherNation is E/I compliant for local broadcasters, is closed captioned and supports EAS. WeatherNation also integrates with a TV station's existing team of meteorologists as well as their traffic and billing systems for supporting ad insertion without the need for additional hardware. For more information, please contact [info@weathernationtv.com](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

**About WILX**

WILX is Mid-Michigan's leading breaking news and weather organization. WILX NBC10 is owned by Gray Television Group, Inc. (NYSE: GTN), headquartered in Atlanta, Ga. For more information, visit [www.wilx.com](http://www.wilx.com).