



WeatherNation Launches Denver Coverage on 9NEWS KUSA Over-the-Air Digital Channel 9.2 and COMCAST 249 in the Denver Market

Locally Owned, Innovative Weather Service Offers Denver Viewers Back-to-Basics Approach to Weather Programming

Denver, Colo., – June 4, 2013 – Today, **WeatherNation TV, Inc.**, announced its partnership with **9NEWS KUSA-TV-DENVER's** over-the-air digital channel 9.2 serving the Denver area. WeatherNation TV, which operates in multiple cities including Chicago, Boston, Minneapolis, Seattle and growing monthly, affords viewers reliable and up-to-date hyper-local, regional and national weather news all day, every day.

“As a Denver-based company, we are extremely excited about this partnership with 9NEWS,” said Michael Norton, president of WeatherNation TV. “9NEWS and WeatherNation TV know Colorado and the people who call our great state home, and we know Coloradoans who love the outdoors need real-time weather information delivered by a skilled, credentialed team of experts, 24/7.”

With this partnership, WeatherNation will be available to 9NEWS viewers over-the-air on digital channel 9.2 and on cable on COMCAST 249 in the Denver market.

“At 9NEWS, our commitment is to bring our viewers the best content possible,” said Mark Cornetta, president and general manager for 9NEWS. “We already have a tremendous team in place to cover Colorado, led by Chief Meteorologist Kathy Sabine; by teaming up with WeatherNation, 9NEWS will now enjoy the largest staff of dedicated meteorologists to cover weather not only in Colorado but across the country.”

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 live coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and stunning detail.

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



About WeatherNation TV, Inc.

Founded in March 2011, 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, mobile applications, 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 or (800) 343-9516. Visit www.weathernationtv.com.

About 9NEWS KUSA-TV-DENVER

9NEWS, A Gannett Company, is the NBC affiliate in Denver and Colorado's News Leader. 9NEWS signed on the air in 1952 as KBTV, changing to KUSA in 1984. 9NEWS broadcasts KUSA on digital channel 9.1, Weather Nation (9.2), KTVD (Channel 20 - 20.1) and MeTV Denver (20.2). 9NEWS operates websites at 9NEWS.com and USATodayHSS.com/Denver/. 9NEWS is owned by Gannett Co., Inc. (NYSE: GCI), an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, please contact newstips@9news.com or 303-871-9999. Visit www.gannett.com

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