



WeatherNation TV To Launch on WFMY News 2's Digital Channel 2.2 and Time Warner Cable Channel 111 in the Greensboro/High Point/Winston-Salem Market, North Carolina

Innovative Weather News Service Offers Back-to-Basics Approach to Weather Programming

Greensboro, N.C. – Sept. 30, 2013 – Today, WeatherNation TV, Inc., announced its partnership with WFMY News 2 to broadcast a new weather service called “WFMY News 2 Weather Channel” on digital channel 2.2 and on Time Warner Cable channel 111 serving Greensboro, High Point and Winston-Salem.

WeatherNation TV affords viewers reliable and up-to-date local, regional and national weather news all day, every day. WeatherNation TV operates in multiple cities including Chicago, Boston, Minneapolis, Seattle and Denver and is growing monthly.

“We are excited to add Greensboro, High Point and Winston-Salem to WeatherNation’s rapidly growing list of cities having access to our 24/7 weather news service,” said Michael Norton, president of WeatherNation TV. “Consumers across the country are increasingly demanding instant access to TV weather news. They want to see radar images, the weather patterns as well as the forecast before making decisions about their day. WeatherNation and WFMY News 2 have formed a robust weather news service that will meet and exceed their demands.”

“WFMY and WeatherNation are extending our commitment to provide the best and most complete forecasts for Triad viewers,” said Larry Audas, President and General Manager of WFMY News 2. “Thanks to our partnership with WeatherNation, the WFMY News 2 Weather Channel provides critical weather information around the clock and expanded coverage.”

“We are excited to partner with WeatherNation because it builds on our ability to provide timely, relevant and accurate forecasts in a manner that is simply unmatched in this area,” said Grant Gilmore, Chief Meteorologist for WFMY News 2. “It has always been about serving the community at WFMY News 2. Now with the combined efforts of WeatherNation, our commitment to being the Triad’s weather authority has never been greater.”

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 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 viewers 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 of 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 WFMY News 2

WFMY News 2, a Gannett Company, is the CBS affiliate serving Greensboro, High Point and Winston-Salem. WFMY News 2 is a progressive news organization delivering unique and relevant content on every media platform including broadcast, social media, mobile platforms and on the web at digtriad.com. WFMY News 2 is owned by WFMY Television Corporation a wholly owned subsidiary of 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. For more information, visit www.gannett.com.

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