

WeatherNation TV Launches in Columbia, S.C. on News19 WLTX Digital Channel 19.3 and Time Warner 112

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

Columbia, S.C. – June 12, 2013 – Today, **WeatherNation TV, Inc.**, announced its partnership with **News 19 WLTX** on Columbia’s digital channel 19.3 serving the Midlands of South Carolina. WeatherNation TV operates in multiple cities including Chicago, Boston, Minneapolis, Seattle and Denver and is growing monthly, affording viewers reliable and up-to-date local, regional and national weather news all day, every day.

“We are very excited to add Columbia to WeatherNation’s rapidly growing list of cities with access to its weather-news platform and programming,” said Michael Norton, president of WeatherNation TV. “Extreme weather is becoming more common around the country, and with hurricane season upon us, this is the perfect time to launch in Columbia to ensure residents are equipped with up-to-date weather news and forecasts.”

With this partnership, WeatherNation will be available to News19’s viewership over the air on digital channel 19.3 and on cable on Time Warner 112 in the Columbia market.

“Here in South Carolina, preparedness is the name of the game,” said Rich O’Dell, President & General Manager for WLTX-TV. “Pairing WeatherNation’s team of experienced meteorologists with Jim Gandy and the News 19 Weather Team will keep our viewers well-informed during the summer Hurricane and severe storm season.”

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 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 WLTX-TV - Columbia

WLTX-TV, A Gannett Company, is the CBS-affiliated television station in Columbia and is the second oldest continuously operating TV station in South Carolina. WLTX broadcasts on digital channel 19.1, Live Radar on Channel 19.2, and WeatherNation TV on channel 19.3 (channel 112 on Time Warner Cable). Complete weather information is also available at www.wltx.com, and the WLTX App for mobile and tablets.

About Gannett

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