



WIWN-TV Now Broadcasting WeatherNation TV Network Around the Clock on TV Channel 68 in Milwaukee

WeatherNation Tracks Storms and Gives Most Accurate Weather Forecasts for Milwaukee and Green Bay-Appleton Viewers

MILWAUKEE – Aug. 22, 2012 – [WeatherNation TV](#), a 24/7 television network providing local, regional and national weather, announced today an affiliation agreement with Pappas Telecasting of Wisconsin to launch the WeatherNation television network on WIWN-TV's channel 68, a full power high definition TV station serving viewers in the Milwaukee market and portions of Green Bay and Appleton, Wis., markets.

“We’re excited to introduce viewers in Milwaukee to WeatherNation, a robust weather network delivering around the clock forecasts and current conditions from a team of all meteorologists,” said Michael Norton, president of WeatherNation TV. “With the addition of Pappas, we continue to grow our list of broadcasters seeking a consistent and accurate weather news service.”

The WeatherNation TV network delivers continuous live coverage of current weather events with stunning graphics and detail. A team of experienced meteorologists utilizes the latest technologies from VIPIR® Systems from Baron Services and HD Fusion™ from Weather Central for forecasting and illustrating current conditions with engaging and innovative 3D graphical mapping to help viewers understand the in-depth story behind the weather. A powerful severe weather tracking system also gives viewers the satellite view all the way down to street-level detail.

“WIWN-TV is pleased to bring WeatherNation to Milwaukee viewers,” said Harry Pappas of Pappas Telecasting of Wisconsin. “Together, we are delivering important local weather updates in high definition as well as national coverage in a reliable and informative format with stunning visuals.”

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, all meteorologist-hosted format available in both HD and SD to local broadcasters and cable operators. WeatherNation, available for cut-ins or full-time digital tiers, is helping broadcasters realize revenues from digital channels. WeatherNation can incorporate paid programming, is E/I compliant for local broadcasters, 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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