



WeatherNation



WeatherNation TV Reaches Agreement with ABC Affiliate WSET to Launch in Lynchburg-Roanoke, Va.

DENVER and LYNCHBURG, Va., June 4, 2012 – [WeatherNation TV](#), a multi-format 24/7 local and national television weather news service, announced today an agreement with WSET, Incorporated to provide 24-hour local weather news for [WSET-TV](#), the ABC affiliate serving 24 counties surrounding Lynchburg, Danville, and Roanoke, Virginia. WeatherNation TV will be seen on WSET-TV's digital tier starting June 13.

“We’re pleased to add another TV station to our growing lineup of local broadcast affiliates around the nation seeking a consistent, always-on weather news service delivered by 100 percent [meteorologists](#),” said Michael Norton, president of WeatherNation TV. “WeatherNation TV offers viewers timely, accurate and compelling weather casts on TV and the web. At the same time, we’re helping broadcasters differentiate themselves from their competitors by offering a 24-hour local and national TV weather news service available in SD or HD format for live newscast cut-ins or full-time digital tiers.”

WeatherNation TV is an all-weather news format, delivering continuous live coverage of current weather events with stunning graphics. An all-meteorologist staff 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 WeatherNation meteorologists the ability to zoom down to town, neighborhood or even street level.

Randy Smith, President and General Manager of WSET, said, “Our WSET Weather Experts have become known as the most accurate weather forecasters in the area and among the most accurate in the nation. We are thrilled that our viewers will now have 24/7 access to weather information from WeatherNation TV and our local weather team that they trust the most.”

About WeatherNation TV

WeatherNation TV, headquartered in Denver, Colo., offers 24/7 coverage of current and severe weather news and information in a compelling meteorologist-hosted service available in both HD and SD formats to local broadcasters and cable operators. WeatherNation TV contains no paid programming, is E/I compliant for local broadcasters, and closed captioned. It's real weather, pure and simple. For more information, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

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