



**FOR IMMEDIATE RELEASE**

## **WMTV ENHANCES 'WEATHER AUTHORITY' WITH WEATHERNATION TV IN WISCONSIN**

### **WeatherNation TV Partners with WMTV NBC15 to Provide Innovative, Accurate, 24/7 Weather Reporting to Madison Viewers**

**Madison, Wis., Jan. 7, 2014** – WeatherNation TV, Inc. announced today its partnership with WMTV to broadcast 24/7 weather news on Madison's digital TV channel 15.2, on Charter Channel 247 and on several area cable systems throughout southern Wisconsin.

WeatherNation TV currently operates in multiple cities across America, including Atlanta, Chicago, Boston, Minneapolis, Seattle and Denver and is expanding its reach rapidly. WeatherNation TV affords viewers reliable and current local, regional and national weather news all day, every day.

"We thank the viewers in Madison and throughout southern Wisconsin for their trust and for making 'NBC15 The Weather Authority' their favorite source for local weather information," said Don Vesely, Vice President and General Manager of WMTV. "With WeatherNation, we are committed to providing the most accurate weather coverage in the communities we serve, and we significantly increased our efforts to provide even more local weather information and updates every 10 minutes, plus regional and national updates from WeatherNation," he added.

"We are excited to be teaming up with WeatherNation to provide our viewers enhanced weather coverage on channel 15.2," said Charlie Shortino, Chief Meteorologist for WMTV.

"WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from Madison's Weather Authority," said Michael Norton, President of WeatherNation. "Our knowledgeable team of meteorologists provides around-the-clock coverage of breaking weather and forecasting."

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 Baron Services and its Omni® and VIPIR® weather systems to forecast and illustrate current conditions with engaging and innovative real time 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.**

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](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

**About WMTV**

WMTV is owned by Gray Television Group, Inc. (NYSE: GTN), headquartered in Atlanta, Ga. Gray owns and operates television stations in 31 markets across the country, broadcasting over 85 distinct channels of programming and operating dozens of local digital and mobile platforms. Gray is committed to supporting local community interests by providing quality news and entertainment. This community focus provides exceptional growth opportunity through a selective acquisition strategy, building long-term value for stockholders – and the companies who want to reach them – with their interests and communities. For more information, visit <http://gray.tv> or <http://www.nbc15.com>.

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