



## **WeatherNation TV Partners with NBC29 to Provide Innovative, Accurate, 24/7 Weather Reporting to Charlottesville and Shenandoah Valley Viewers in Central Virginia**

**CHARLOTTESVILLE, Va. (March 30, 2015)** - WeatherNation TV, Inc., a multi-format, local, regional and national television weather news service, announced today its partnership with WVIR-TV (NBC29) to broadcast 24/7 weather news on digital TV channel 29.2, across Charlottesville and in the Shenandoah Valley and on Comcast channel 208 and Lumos channel 17 on cable across Central Virginia.

WeatherNation TV currently delivers reliable, current weather programming on a local, regional and national basis in multiple cities across the U.S.

“We’re happy to expand the coverage of WVIR-TV’s StormTeam 29 with an extension of Central Virginia’s most complete local, regional and national weather coverage through WeatherNation,” said Harold Wright, vice president and general manager of WVIR-TV. “Weather can be dangerous at times. Aligning our StormTeam 29 with the resources of WeatherNation gives us access to some of the country’s top professional meteorologists when it matters most.”

News Director David Foky added, “Because we’re so close to both the mountains and the ocean, the weather here is tricky to predict. That’s why we invest in the best people and technologies to make sure we’re tracking storms accurately. That’s also why it’s perfect to team up with WeatherNation to provide our viewers in-depth weather coverage on channel 29.2. Through this partnership, our viewers will get local weather updates every 10 minutes from our experienced meteorologists and the regional and national updates from WeatherNation.”

“WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from WVIR-TV’s StormTeam 29,” 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 accounts of weather news, WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and insightful details.

WeatherNation TV’s team of seasoned meteorologists use the latest technology from Baron Services and its Omni® and VIPIR® 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.