



WeatherNation TV Partners with 11ALIVE WXIA to Provide Innovative, Accurate, 24/7 Weather Reporting to Atlanta TV Viewers

WeatherNation TV and 11ALIVE Offer Atlanta Viewers In-depth Coverage on WXIA's Digital Channel 11.2, Comcast Channel 211 and Charter Channel 84

ATLANTA – Oct. 1 2013 – Today, [WeatherNation TV, Inc.](#), announced its partnership with [11ALIVE WXIA](#) to broadcast 24/7 weather news on Atlanta's digital TV channel 11.2, on Comcast Channel 211, and on Charter Cable 84 serving the Atlanta market.

WeatherNation TV currently operates in cities across America, including 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 are thrilled to be partnering with 11ALIVE in Atlanta – one of our largest partnerships to date and in a top 10 media market,” said Michael Norton, president of WeatherNation TV. “With this collaboration, more than 6 million people in the Atlanta area will have access to our accurate, 24/7, real time local and national TV weather reporting from an expanded team of top-notch meteorologists.”

“We love that the Atlanta community will now be able to have a live weather channel 24/7 with local updates every five minutes,” said John Deushane, president and general manager of 11ALIVE. “WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from the Networks of 11ALIVE.”

“We are excited to be partnering with WeatherNation to provide 24/7 continuous weather coverage on our digital channel 11.2,” said Mike Francis, Chief Meteorologist for WXIA. “WeatherNation is a great organization, and we are excited to be teaming up with them to provide our viewers enhanced weather coverage.”

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 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 viewers 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 11ALIVE WXIA

11ALIVE, Georgia's News Leader, is the NBC affiliate in Atlanta. 11ALIVE hosts a number of local networks: WXIA on digital channel 11.1, WeatherNation (11.2) as of Oct. 5, 2013, WATL (Channel 36 – 36.1) is MyNetwork TV, Bounce TV (36.2) and 36.3 (AntennaTV). 11ALIVE is owned by Gannett Co., Inc. (NYSE: GCI), an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Visit www.11ALIVE.com, www.gannett.com or call 404-892-1611.

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