



WeatherNation Launches on ABC12 WJRT's Digital Channel 12.3, Comcast Cable Channel 293 and Charter Cable Channel 431 in Metro Flint/Saginaw/Bay City Market in Michigan

Innovative Weather News Service Offers Back-to-Basics Approach to Weather Programming

Flint, Michigan – Nov. 1, 2013 – Today, WeatherNation TV, Inc., announced its partnership with [ABC12 WJRT-TV](#) to broadcast on the station's digital channel 12.3, Comcast cable channel 293 and on Charter cable channel 431 serving the Flint/Saginaw/Bay City market in Michigan as "ABC12 WeatherNation."

WeatherNation TV is available in numerous cities including Chicago, Boston, Minneapolis, Seattle, Denver and Atlanta and is growing monthly. WeatherNation TV affords viewers reliable and up-to-date local, regional and national weather news all day, every day.

"We are excited to add the mid-Michigan region to WeatherNation's rapidly growing list of cities having access to our 24/7 weather news service," said Michael Norton, president of WeatherNation TV. "Viewers are increasingly demanding instant access to weather news, radar images, and weather patterns as well as the upcoming forecast before making decisions about their day. WeatherNation and ABC12 WJRT have formed an informative, always available TV channel that will satisfy viewers seeking instant weather news."

"The ABC12 First Alert Storm Team is already mid-Michigan's most trusted weather source," said Pete Veto, president and general manager of ABC 12. "Partnering with WeatherNation will enhance not only our coverage of Mid-Michigan but our weather coverage at a national level as well."

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 WJRT

WJRT-TV, owned by SJL Broadcasting Company, is the ABC-affiliated television station in Flint/ Saginaw/Bay City, Michigan. WJRT was the first station in Michigan outside of the Detroit market to switch to color in 1967, the first in Mid-Michigan to install live weather radar equipment in the mid-1960s and the station had more locally produced programming per week on the air than any other television station outside of Detroit. From its very beginning in Mid-Michigan, WJRT connected with the community and local viewers through a commitment to producing local programming.

SJL Broadcasting also airs WJRT broadcasts on digital channel 12.1 and the Live Well Network on 12.2. Complete weather information is also available at www.abc12.com and on the abc12 App for smartphones and tablets.

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