



WeatherNation Launches on 13abc WTVG's Digital Channel 13.3 and Buckeye CableSystem 615 in Metro Toledo Market

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

Toledo, Ohio – Aug. 8, 2013 – Today, WeatherNation TV, Inc., announced its partnership with 13abc WTVG to broadcast on Toledo's digital channel 13.3 and on Buckeye CableSystem channel 615 serving Northwestern Ohio and Southeastern Michigan as "13abc WeatherNation."

WeatherNation TV operates in multiple cities including Chicago, Boston, Minneapolis, Seattle and Denver 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 Toledo to WeatherNation's rapidly growing list of cities having access to our 24/7 weather news service," said Michael Norton, president of WeatherNation TV.

"Toledo and the Lower Ohio Valley have seen heat advisories, severe storms and one of the wettest summers on record," said John Christiansen, general manager of 13abc. "13abc WeatherNation extends our commitment to provide the best and most complete forecasts for viewers. The partnership with WeatherNation adds to the most advanced technology in Toledo including the only live and local radar, Live Doppler 13000HD. We're proud that Toledo's largest and most experienced team of meteorologists is now even larger thanks to our partnership with WeatherNation."

"Here in Toledo, we get it all – extreme heat to lake effect snow," said Jay Berschback, Chief Meteorologist for WTVG. "Pairing WeatherNation's team of experienced meteorologists and Live Doppler 13000HD with the 13abc Action News Team will keep our viewers well informed about what's happening in our own backyards as well as around the nation."

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 WTVG - Toledo

WTVG-TV, owned by SJL Broadcasting Company, is the ABC-affiliated television station in Toledo. Originally broadcast as WSPD-TV, WTVG-TV was Toledo's first TV station on the air in 1948. SJL Broadcasting airs WTVG broadcasts on digital channel 13.1, the Live Well Network on 13.2, and Weather Nation TV on digital channel 13.3 and on Buckeye CableSystem channel 615.

Complete weather information is also available at www.13abc.com and on the 13abc App for smartphones and tablets.

Press contacts:

WTVG-TV Toledo: Brian Trauring - 419-534-3822 – brian.trauring@13abc.com

WeatherNation TV: Marc Lumpkin - 303-378-2366 - mlumpkin@weathernationtv.com