



WGRZ-TV INTRODUCES STORMTEAM 2 WEATHERNATION TV

WeatherNation TV Partners with WGRZ-TV to Provide Innovative, Accurate, 24/7 Weather Reporting to Western New York TV Viewers

Buffalo, N.Y. - WeatherNation TV, Inc. announced today its partnership with WGRZ-TV to broadcast 24/7 weather news on Buffalo's digital TV channel 2.2 and on Time Warner Channel digital 1245 serving the Western New York market.

WeatherNation TV currently operates in 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 Western New York community for their trust in making STORMTEAM 2 their favorite source for local weather information," said Jim Toellner, President and General Manager of WGRZ-TV. "We take that trust very seriously and are now excited to add another outlet to our TV station with multiple apps and digital platforms. With WeatherNation, now viewers will have a live weather channel 24/7 with local information and updates every five minutes," he added.

"WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from STORMTEAM 2," 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 uses 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.

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 or (800) 343-9516. Visit www.weathernationtv.com.

About WGRZ-TV

WGRZ-TV 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. Its portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, visit www.gannett.com or www.wgrz.com.

For media inquiries, contact:

Jim Toellner
WGRZ President and General Manager
716-849-2270
jtoellner@wgrz.com

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

For sales inquiries, contact:

Mark Manders
General Sales Manager
716.849.2289
mmanders@wgrz.com