



WeatherNation TV and WPEC CBS12 StormTrac Weather Team to Provide 24/7 Weather Reporting to West Palm Beach, Fla., Viewers

West Palm Beach, Fla., Jan. 21, 2015 - WeatherNation TV, Inc., a multi-format, local, regional and national television weather news service, announced today that it will join WPEC CBS12 in broadcasting 24/7 weather news on digital TV channel 12.2 and on local cable providers across West Palm Beach.

WeatherNation TV currently delivers reliable and current local, regional and national weather programming in multiple cities across America, including Washington, D.C., Atlanta, Minneapolis, and Denver and is expanding its reach rapidly.

“We are excited to expand our *CBS12 StormTrac Weather Team* on our *new* digital weather channel 12.2 with WeatherNation,” said Michael Pumo, WPEC-TV General Manager. “This will allow us to truly put weather first – pairing comprehensive national weather coverage with South Florida’s most experienced weather team 24 hours a day. When severe weather strikes, the combination of our CBS12 StormTrac Weather Team and the resources of WeatherNation will give our viewers unparalleled coverage capabilities so they can prepare and stay safe.”

“WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from West Palm Beach’s CBS12 StormTrac Weather Team,” 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 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.