



For Release: March 9, 2011
Contact: Cindy Wester
256-881-8811
Cindy.Wester@baronservices.com

Baron Services, Inc. To Receive Governor's Trade Excellence Award

Huntsville, AL... Baron Services, Inc., a leader in weather detection and forecasting technologies, is one of eight companies in Alabama to be recognized with the Governor's Trade Excellence Award on Thursday, March 10th in Montgomery. Winners were determined based on the following criteria: percentage of export sales versus total sales, total dollar volume of exports, export sales growth, and organization and long-term commitment to exporting, among other factors.

The Governor's Trade Excellence Award was established in 2005 to recognize Alabama manufacturers and service companies for excelling in global competition. The objectives of this program include identifying Alabama's successful exporters, promoting exporters as role models to the Alabama business community to encourage greater involvement in the global marketplace, and increasing awareness of the impact of exporting on Alabama's economy. The awards program is coordinated by the Alabama Development Office and the Export Alabama Trade Alliance, and includes large, medium and small businesses as well as new-to-export companies from different parts of the state.

Bob Baron, President & CEO, stated, "We are exceptionally pleased to be recognized with the Governor's Trade Excellence Award. We are committed to growing and expanding our international business, as we have been for the past eight years. Increasing our international sales team, participating in more foreign trade shows, and developing promotional videos in foreign languages, are all implementations of our international strategic development plan."

Baron Services offers a wide array of radar and integration solutions meeting both meteorological and budget needs for the international community. Built around a multi-faceted architecture, Baron systems encompass every aspect of a comprehensive hydrological and meteorological weather system, including: Detection, Data Processing, Dynamic Modeling, Display Integration, and Dissemination.

Baron's most recent international business success is winning a contract to modernize the weather systems in Brunei. Set for completion mid-2011, this project will provide a modernized, integrated weather infrastructure for the country.

Innovative and strategic partnerships have been paramount to Baron's success in the global marketplace. By developing these alliances, both domestic and foreign, Baron has been able to move forward with projects that span the globe.

###

About Baron Services

Baron Services' products span the globe serving government, business and consumer markets with state-of-the-art weather technologies and integrated solutions. From Doppler radar manufacturing and installation to advanced forecast modeling for hydrology, air quality, and meteorology, Baron Services continues to lead the weather industry through award-winning innovation. Baron Services, through its partnership with L-3 Communications, was awarded a five-year contract from NOAA's National Weather Service (NWS) to provide a system-wide upgrade of the 171 NWS, Federal Aviation Administration (FAA) and Department of Defense (DOD) NEXRAD radars to dual-polarization capability. Part of the XM NavWeather system, Baron Services' Threat Matrix technology is now available as standard or standard option on select models from Acura, Infinite, Lexus, Nissan and the Honda Gold Wing. In the aviation industry, Baron's technology comes standard with over 90% of general aviation aircraft being manufactured with XM WX Satellite Weather as standard or standard option. Baron is headquartered in Huntsville, Alabama with offices in Oklahoma, North Carolina and Florida. For more news and information on Baron Services, please visit www.baronservices.com.