

Weather Decision Technologies and Earth Networks Partner to Power Advanced Lightning and Severe Weather Alerting Solutions

Norman, OK and Germantown, MD – January 23, 2012 – Weather industry leader Weather Decision Technologies (WDT) announces a strategic partnership with Earth NetworksSM, the operator of the world's largest weather, lightning and climate observation networks. Lightning data from both the Earth Networks Total Lightning Network[™] in North America and the Earth Networks Global Lightning Network[™] deployed around the world has been integrated into the WDT weather decision support product suite currently utilized by electric utilities, industries and government customers.

The Earth Networks Total Lightning Network (ENTLN) is the world's largest lightning detection network, consisting of a dense, integrated network of more than 500 wideband lightning sensors. ENTLN enables greater detection efficiency and improved lead times for identifying storm cell growth and earlier storm warnings over the United States as well as other countries and regions. The network also provides accurate and complete data for use in forensic analysis by the insurance industry and other sectors in which detailed information on lightning activity is required for verification and reporting purposes.

Featuring wideband sensors that include a frequency detection range from 1Hz to 12MHz and a full waveform analysis system, ENTLN enables more complete total lightning detection and superior location accuracy on a continental scale. ENTLN observes significantly greater amounts of total lightning discharges and flashes by detecting both cloud-to-ground (CG) and in-cloud (IC) lightning. The presence of in-cloud lightning often indicates the potential for severe weather, including heavy rain, large hail, dangerous cloud-to-ground lightning strikes, tornadoes and downburst winds.

"We selected the Earth Networks Total Lightning Network because it represents the next generation in lightning detection technology," says Mike Eilts, President and CEO of Weather Decision Technologies, Inc. "Utilities and insurance companies are just two market sectors that will benefit from the high quality of data and the integration of total lightning detection from Earth Networks. Our enterprise, industrial, and state and local government customers will benefit from better information and improved severe weather alerts from this new partnership."

"We are extremely pleased that the Earth Networks Total Lightning Network was selected by Weather Decision Technologies for integration across their product solution portfolio," says Jim Anderson, Vice President of Global Network and Business Development for Earth Networks. "For the past three years, we have been actively deploying hundreds of state-of-the-art lightning sensors around the world to create the largest and most advanced lightning detection and alerting network. The network is providing superior detection efficiency and location accuracy while also enabling more timely warnings to protect lives and property. Now, in partnership with WDT, additional organizations across a variety of sectors will be able to leverage information from our advanced networks."

WDT will also be providing data from the Earth Networks Global Lightning Network (ENGLN) to its growing domestic customer base. ENGLN delivers unprecedented global lightning coverage by seamlessly integrating lightning data from the Earth Networks Total Lightning Network with data from the World Wide Lightning Location Network (WWLLN), which was established in 2002 and currently consists of strategically placed long-range sensors across the globe.

"This combination of lightning assets and the unique detection methodologies employed by both Earth Networks and the World Wide Lightning Location Network has produced important synergies for both total and long-range lightning detection," says Dr. Robert H.

Holzworth, Director of WLLN and Professor of Earth and Space Sciences, University of Washington. “We are now able to detect global lightning with unprecedented performance metrics and network redundancies.”

About Earth NetworksSM

As the provider of advanced weather data for nearly 20 years, Earth Networks (formerly AWS) operates the world’s largest weather observation and lightning detection networks and is building what will become the largest greenhouse gas monitoring network. Observations from Earth Networks inform and alert consumers, enterprises and governments around the world, providing them with advanced environmental intelligence for decision making and safety. The company’s popular WeatherBug [website](#), [desktop application](#) and [mobile](#) apps provide millions of consumers with real-time, local weather information and dangerous severe weather alerts. Enterprise solutions from Earth Networks enable organizations, including energy and utilities, agriculture, schools, sports and recreation, emergency operations and government entities, to safeguard lives, prepare for weather and climate events and improve business operations. Earth Networks (www.earthnetworks.com) is headquartered in the Washington, D.C. area with offices in Mountain View, Calif.; New York, NY; Milan, Italy and a local presence in 50 countries worldwide.

About Weather Decision Technologies, Inc. (WDT)

Founded in 2000, Weather Decision Technologies has become a global leader in providing state-of-the-science weather detection, nowcasting, and forecasting systems and services to our partners and customers. WDT’s iMap services provide dynamic, web-based and mobile interactive mapping solutions for the world’s leading local media companies. WDT maintains operational and international offices in Norman, Oklahoma, Washington, D.C., and Atlanta, Georgia. Corporate websites: wdtinc.com and weatherforensics.com.