



For immediate release

The Weather Channel Selects TrafficLand for Real-Time Ground Weather Video in its New Local Now™ Channel

Partnership brings TrafficLand video from 200-plus North America markets to The Weather Channel's innovative over-the-top (OTT) television product

Fairfax, VA –March 28, 2016 – TrafficLand, the largest authorized integrator of live traffic video in the U.S., announced today an agreement to provide live video from its network of public traffic cameras to The Weather Channel's new Local Now service. Local Now, launched in January on Sling TV, offers real-time, hyper-local updates on weather, traffic and news content to streaming content services.

Under the agreement, Local Now can show live TrafficLand network video from over 250 U.S. and Canadian markets, providing ground level video verification from up to 6 locations in each market.

The Local Now service also features localized severe weather content, produced in one-minute segments by The Weather Channel, which are automatically delivered and updated during a severe weather event. The service is available for all Sling TV "Best of Live TV" customers and on all supported devices: Apple iOS devices, Amazon Fire TV, Fire TV Stick, Fire tablets, Android smartphones and tablets, Android TV platforms including Google's Nexus Player, current-generation Roku players and Roku TV models, Xbox One, Macs and PCs.

TrafficLand currently has agreements in-place with over 50 Departments of Transportation (DOT), which support the equipment installation and network integration required for reliable distribution of real-time roadway video to mass audiences.

"TrafficLand strongly believes in The Weather Channel television network's mission to provide the most accurate, local weather information available," said Lawrence Nelson, CEO of TrafficLand. "We understand the value of real-time video verification in understanding local ground conditions, particularly when it

comes to travel decisions during severe weather events. Our unique ability to provide real-time video from more locations than any other source, along with the greater reliability our DOT installations enable, were important factors in network's decision to partner with TrafficLand."

Local Now provides timely localized updates in partnership with some of the most trusted news sources and technology services across the country. Powered by these partners, this product delivers a unique viewing experience that gives information that's relevant to viewers and their day.

About TrafficLand

Working closely with its DOT partners, TrafficLand has become the largest authorized aggregator and distributor of live traffic video in the U.S. Its patented **Image Engine**® technology helps DOTs control unauthorized video access and unplanned demand spikes and provides single-source access to live traffic video from over 20,000 traffic cameras, in more than 250 cities on its network. Video formats and services offered by TrafficLand support connected vehicle solutions, mobile applications, traveler information websites, broadcast traffic reporting, navigation devices and a dedicated service for DOTs and public safety agencies to aid traffic management and emergency response. More information is available about TrafficLand at www.trafficland.com.

The Weather Channel television network: *It's Amazing Out There*

For more than 30 years, The Weather Channel television network has inspired viewers to explore, investigate and appreciate the experience of weather in all its forms. One of the most widely distributed cable networks, The Weather Channel is the leader in severe weather coverage, providing the most comprehensive coverage of any media outlet, and with trusted meteorologists who analyze, forecast and report the weather - its expertise is unrivaled. The network is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit weathergroup.com

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