



FOR IMMEDIATE RELEASE
JANUARY 31, 2008

GOLF INDUSTRY SHOW · BOOTH # 865 · ORANGE COUNTY CONVENTION CENTER

WEATHERBUG AND CLUB MANAGERS ASSOCIATION OF AMERICA INTRODUCE NEW CLUB SAFETY SOLUTIONS

Comprehensive Weather Information and Services Help Club Managers Enhance Member Safety and Experience and Improve Club Operations

ORLANDO, Fla.—WeatherBug®, operator of the world's largest proprietary weather network, and the Club Managers Association of America (CMAA), announced today WeatherBug Club Safety, a comprehensive suite of solutions to help club managers and supervisors respond to and handle weather-related risks, enhance member safety & experience, and improve operations.

"The WeatherBug Club Safety solutions integrate highly relevant, live, local weather information and alerts with unprecedented support both online and through their team of meteorologists to provide the best total picture of weather-related risks," said CMAA CEO James B. Singerling, CCM, CEC. "We are proud to support the WeatherBug solutions and are confident they can help provide a highly valuable service to our more than 3,000 member clubs nationwide."

Available immediately, WeatherBug Club Safety provides:

- **Increased Member Safety:** localized severe weather alerts—including lightning, high wind, heat index, and heavy precipitation—available exclusively from WeatherBug's National Network of Tracking Stations and cameras and the National Weather Service;
- **Enhanced Member Experience:** live, local weather conditions, radar and forecasts on club Web sites or in high-traffic areas as a resource for members and the community;
- **Improved Event Management:** 24x7 support from a team of trained meteorologists for customized analysis and interpretation of severe weather forecasts for special event planning and operational support; and
- **Better Irrigation and Turf Management:** customized precipitation and forecast information for improved irrigation and turf management including timely weather information when applying chemicals, establishing cart rules or other operational decisions to protect assets.

Additionally, WeatherBug Club Safety includes a live GPS-enabled mobile weather alerting service, WeatherBug Protect, which turns employee phones into life-saving devices so that no matter where they're located, they can receive critical weather alerts. WeatherBug Protect is the first location-based mobile solution that proactively sends customized alerts such as lightning, high wind and heat index, from the WeatherBug Network and the National Weather Service.

Congressional Country Club, located in Bethesda, Maryland, is the first to install the service from WeatherBug. "We've been using WeatherBug to make weather related decisions for years. We are excited to now integrate the new WeatherBug Club Safety solutions to improve club operations and member services," said Michael G. Leemhuis, CEO and general manager of Congressional Country Club.

"Announced today for the golf industry, WeatherBug Club Safety improves risk management by providing up-to-the-second, accurate weather information so critical decisions can be made in time to respond to developing weather conditions before they have an impact on daily operations," said John Doherty, vice president of sales and marketing for WeatherBug. "These solutions are also great news for any outdoor recreation and sports business that wants to manage weather-related delays, save time and money and protect fans, employees and patrons."

About CMAA

The Club Managers Association of America is the professional Association for managers of membership clubs. With more than 7,000 members across all classifications, CMAA members run more than 3,000 country, golf, city, athletic, faculty, yacht, town and military clubs. The objectives of the Association are to promote and advance friendly relations among persons connected with the management of clubs and other associations of similar character; to encourage the education and advancement of its members; and to assist club officers and members, through their managers, to secure the utmost in efficient and successful operations. For more information, please visit <http://www.cmaa.org>.

About WeatherBug

WeatherBug (<http://www.weatherbug.com> and <http://www.weatherbugprofessional.com>) ensures that individuals, schools, businesses and government agencies receive the most precise live weather information, the most relevant weather reports and the earliest weather warnings to safeguard property and lives and to plan with confidence. With a worldwide network of weather sensors, WeatherBug Tracking Stations and cameras primarily based at neighborhood schools and public safety facilities across the U.S., WeatherBug maintains the largest exclusive weather network in the world. WeatherBug is a brand of AWS Convergence Technologies, Inc. (<http://www.aws.com>).

Editors Note: Dr. Jan Dutton, Meteorologist and Director of WeatherBug Professional, is a featured speaker at the World Conference on Club Management. The session—Weather Risk Management for Club Managers—is open to reporters and will take place on Monday, February 4, 2008, 8:45 – 10:15 a.m. in the Marriott Crystal Ballroom M.

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