

## **MyWeather brings Real-Time Push Weather Alerts to the iPhone**

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MyWeather LLC today announced the release of MyWeather Mobile 2.0. Version 2.0 now provides iPhone and iPod Touch users with push notifications for severe weather alerts. MyWeather Mobile delivers weather alerts from the National Weather Service utilizing Apple's push notification service. Over 50 watches, warnings and advisories are available for any U.S. city. MyWeather Mobile was named one of Apple's top 100 paid apps of 2008.

Madison, WI - MyWeather LLC(R), the industry-leading developer of digital weather and traffic content, now provides iPhone and iPod Touch users with push notifications for severe weather alerts. The application was named one of Apple's top 100 paid apps of 2008.

MyWeather Mobile delivers weather alerts from the National Weather Service utilizing Apple's push notification service. Over 50 watches, warnings and advisories are available for any U.S. city. MyWeather is the first developer to utilize push notification for NWS alerts, and has deployed the new feature successfully to thousands of users.

As part of MyWeather's severe weather notification package, the app also features an alert map that visually displays all NWS alerts throughout the U.S. Stunning, high-quality animated radar with Microsoft(R) Bing(TM) maps gives users a real-time view of weather conditions anywhere in the U.S. and Canada. Turning the phone horizontally allows users to pinch, flick, zoom, and double tap the map down to the street level.

"Our users have been instrumental in our development and leadership in the weather application space", said Terry Kelly, CEO of MyWeather, LLC and sister company, Weather Central, LLC. "Severe weather alerts have been at the top of their list and with the release of Apple's Push Notification Services, we're now able to provide our customers with the most precise and up to date severe weather alerting available on the iPhone."

### Device Requirements:

\* iPhone or iPod Touch 3.1 or later

### Pricing and Availability:

MyWeather Mobile 2.0 is \$4.99 (USD) and available worldwide exclusively through the App Store in the Weather category.

### MyWeather Mobile 2.0:

<http://www.myweather.com/iphone>

### Purchase and Download:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=284701505&mt=8>

MyWeather is a leading provider of personalized weather and traffic content solutions to media and consumers. MyWeather's patented technologies provide users with hyper-local weather alerts and forecasts, and personalized weather and traffic information to drive audience. We deliver weather and traffic online, to mobile devices, and to broadcasters worldwide. It's not just weather; It's MyWeather. Copyright 2009 MyWeather. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

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