FOR IMMEDIATE RELEASE

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WAFF48 Launches Region's Most Powerful Weather Radar

Huntsville, AL – WAFF48, the NBC affiliate in Huntsville, Alabama, will officially launch their new, millionwatt live Doppler radar system on Thursday, October 27th, the six-month anniversary of the April tornadoes that devastated the region.

"Live StormTracker Doppler" was constructed for WAFF48 by Baron Systems and will provide the WAFF48 Storm Team with the strongest, most advanced storm tracking radar system in the state of Alabama.

"The strength and capabilities of this system set a new standard for weather forecasting in the Tennessee Valley," said WAFF48 Chief Meteorologist Brad Travis. "Live StormTracker Doppler gives us a wider range of coverage, which allows us to give our viewers even more advanced warning when severe weather threatens north Alabama. And as we know all too well, having those extra minutes of warning can save your life."

"The radar we had before was a great system, and had many advantages other radars in the region didn't have," added Adam Henning, WAFF48 News Director. "But Live StormTracker Doppler takes our storm tracking abilities to a whole new level. It is an amazing piece of technology and I'm thrilled that we're able to make this vital piece of equipment available to WAFF48's viewers."

WAFF48's previous radar system was destroyed on April 27th, when a tornado passed right through the radar site in Athens. Pieces of the original radar were found several miles away.

"We all know how dangerous the weather can be in the Tennessee Valley," said Vanessa Oubre, Vice-President and General Manager of WAFF48. "The safety of our viewers is always our highest priority. Live StormTracker Doppler will allow the WAFF48 Storm Team to give our viewers even more time to prepare before the storms strike."

Live StormTracker Doppler will be officially launched during WAFF48's "Flip the Switch" event on Thursday, October 27th from 2pm to 6pm at the former City Hall building on West Hobbs Street in Athens. Guests are invited to stop by, meet members of the WAFF48 Storm Team, learn more about Live StormTracker Doppler, storm chasing and severe weather safety. WAFF48 will also be giving away a limited number of Midland HH-50 Portable Weather Alert Radios, with batteries.

Raycom Media owns WAFF 48. Raycom Media, an employee-owned company, is one of the nation's largest broadcasters and currently owns and/or operates 46 television stations in 18 states. Raycom stations cover more than 12.6 % of U.S. television households and employ 3,500 individuals in full and part-time positions.

In addition to television stations, Raycom owns Raycom Sports (a marketing, production and events management and distribution company in Charlotte, North Carolina); Raycom Post (a post production facility in Burbank, CA) and Broadview Media (a post production/telecommunications company based in Montgomery, AL).