



FOR IMMEDIATE RELEASE
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MEMPHISWEATHER.NET CHOSEN AS THE OFFICIAL WEATHER SOURCE FOR NEW MEMPHIS RADIO STATION

MemphisWeather.net (MWN) has been chosen as the official local weather source for a brand-new Memphis radio station, available only via the internet. Radio Memphis began broadcasting on July 1, 2011 and had its official launch on July 23. Radio Memphis is ALL Memphis – from the music, to the on-air talent, to the news and weather.

MWN will be the source of all forecasts broadcast on Radio Memphis and MWN staff will join the broadcast live as necessary when adverse weather threatens the Mid-South, in order to provide more detail to Mid-Southerners on what to expect and how to prepare.

Erik Proseus, meteorologist with MemphisWeather.net and founder of meteorological firm Cirrus Weather Solutions, said “We are pleased to partner with Radio Memphis and help maintain the ‘local theme’ of the station by being the station’s source of weather information. We forecast for the local area, from the local area. The forecast responsibilities are not handed off to entry-level forecasters in a remote section of the country. This model has served Mid-Southerners well for over a decade and will provide the best information possible to listeners of Radio Memphis.”

Ric Chetter, founder of Radio Memphis and afternoon/drive-time DJ commented, “Far too often, local radio stations tend to simulcast a TV broadcast during significant weather events. I have never understood that practice. It just makes sense to have a local meteorologist discuss these events with our on-air staff. We have determined over the course of several months that the forecasts and delivery of weather-related information was far more accurate with MemphisWeather.net than with any of the other sources that are available.”

About MemphisWeather.net

MemphisWeather.net (MWN) was founded in 2003 and has developed into one of the leading weather websites not only in the Memphis area, but in the southeastern United States. Providing a vast array of weather information,

products and services, and educational material for Mid-Southerners, MWN exists to serve the wide variety of needs of its visitors. From interactive weather radar, to weather alert delivery by e-mail and Twitter (@shelbyalerts), to live severe weather coverage via social media (@memphisweather1 on Facebook and Twitter), MWN provides a comprehensive solution for those needing information during adverse weather.

About Radio Memphis

The same 20 songs played over and over? Radio personalities who are in another city pretending to be from here? None of which is actually live? How about something new? Radio Memphis. We are Memphis all the way. When you hear a DJ on the air, he's live. You can call him, email him, or just sit back and listen. Local news, local weather, local music and all of it 100% real. Radio Memphis is putting radio back into the hands of the people. The way it used to be. The way it's supposed to be.

To listen to Radio Memphis, visit www.radio-memphis.com or download the Radio Memphis iPhone or Android app.

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