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CIRRUS WEATHER SOLUTIONS INTRODUCES STORMWATCH+ SEVERE WEATHER ALERTS TO THE NATION

FOR IMMEDIATE RELEASE

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MEMPHIS, TN – Last year, devastating tornadoes tore through the southeastern U.S. and Joplin, MO, leaving devastation and death in their wake. One recommendation of the National Weather Service (NWS) Service Assessment following the Joplin tornado stated: *“The NWS should continue to collaborate with partners who disseminate weather information to advance GPS-based warning dissemination systems that are compatible with more specific storm-based warning information.”*

In addition, at a recent “Weather-Ready Nation” conference in Oklahoma City sponsored by the NWS, panelists indicated that geo-targeted alert information is currently the “most important warning dissemination technology” available.

In light of these and other recent devastating weather events, Cirrus Weather Solutions is proud to introduce **StormWatch+**, a push notification-based weather alerting system that represents a giant leap forward in weather alerting and is exactly the type of emerging mobile technology referred to by the Joplin assessment team – one that uses the more specific storm-based warnings issued by the NWS in conjunction with the latest GPS technology. It truly provides “personalized weather alerts in the palm of your hand.”

Unlike traditional systems that alert entire counties even when the affected area is only a small portion of that county, StormWatch+ **ONLY** warns those in the storm’s path. Using the National Weather Service’s storm-based warning system, which outlines only those areas the storm will affect, StormWatch+ compares a user’s pre-determined location to the warned area using sophisticated computerized mapping. The result: users receive alerts only when necessary, keeping them safe when the storm is headed their way, but also eliminating needless hours spent taking cover when the threat is miles away.

Advantages of the StormWatch+ system over other alerting tools include its portability, flexible setup process (user can choose the types of alerts to receive), expanded weather alerting (Tornado, Severe Thunderstorm, Flash Flood and Winter Storm Watches and Warnings), pinpoint location-based warning, visual and audio alerting (audio and visual description of the event), and competitive cost. Included in the app are the user’s local radar, forecast, and current conditions, as well as valuable severe weather safety tips.

“One of the National Weather Service’s goals in implementing their storm-based warning program was to reduce the area warned during severe weather. However, in many areas, entire counties are still alerted via sirens and NOAA Weather Radio,” says Cirrus Weather

Solutions owner Erik Proseus. He continues: "This overwarning effectively creates a public perception of increased false alarms. StormWatch+ provides a sense of security by only alerting users when they are in harm's way. StormWatch+ has been very well received by the Memphis area and we are excited to bring this cutting-edge technology to the rest of the nation."

Nashville social media nowcaster David Drobny strongly recommends StormWatch+ to his 8,000 followers: "I like StormWatch+ because it's fast, accurate, will wake you up in the middle of the night or will otherwise get your attention, no matter where you are in the U.S. I've used most of the apps in this market and found StormWatch+ to be faster at delivering severe weather alerts than others."

The StormWatch+ app can be found in the App Store and on iTunes. The app developer is Ben Deming (www.bendeming.com).

For more information on StormWatch+, visit our website at <http://www.stormwatchplus.com> or follow us on Twitter - [@stormwatchplus](https://twitter.com/stormwatchplus).

About Cirrus Weather Solutions

Cirrus Weather Solutions, based in suburban Memphis, TN, was founded on February 5, 2010, which (not coincidentally) was National Weatherperson's Day and the two-year anniversary of the Super Tuesday Tornado Outbreak of 2008. On that presidential primary election day, violent tornadoes devastated portions of the Mid-South, including large sections of the Memphis metropolitan area and Union University and surrounding areas in nearby Jackson, TN.

The primary goal of Cirrus Weather Solutions is keeping Mid-Southerners informed and educated on weather regimes that affect the region by serving as the umbrella organization for MemphisWeather.net and JacksonWeather.net. These sites provide a vast array of weather information, products and services - interactive weather radar, StormWatch weather alerts delivered via e-mail, Twitter, and smartphone push notification, and live severe weather nowcasting via social media (@memphisweather1 on Facebook and Twitter). This goal of information sharing and preparedness now extends to the rest of the nation with the launch of the StormWatch+ mobile app.

Cirrus Weather Solutions -- <http://www.cirrusweather.net>

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