



FACT SHEET

Headquarters: AWS Convergence Technologies Inc.
2 – 5 Metropolitan Ct.
Gaithersburg, MD 20878

Founded: 1993

Chief Executive: Robert S. Marshall

Employees: 75 +

Web site: www.aws.com

Description

AWS Convergence Technologies, Inc. owns and operates the largest network of weather stations in the world. This real-time network gathers comprehensive, up-to-the-second weather information from more than 5,000 communities and powers the company's various products and services, including: WeatherBug™, an online weather service that provides live neighborhood conditions to more than seven million PC users; WeatherNet for Broadcast, which delivers real-time weather information to more than 80 million US households through partnerships with 105 local television stations; WeatherNet for Education, which provides engaging weather information and educational tools to schools and colleges, including an innovative set of online lesson plans and software called WeatherNet Classroom; and AWS Data Services which uses AWS' unique weather network and software to provide high-value solutions for vertical industries such as energy, retail, and transportation.

Facts

- AWS' network is four times larger than the National Weather Service. The network gathers up-to-the-second weather data, providing faster access to real-time weather observations than any other source.
- AWS has more than 5,000 neighborhood school weather stations across the nation in its network.
- Through its partnerships with more than 105 local broadcasters, AWS' live conditions reach more than 80 million homes each week.
- In just two years, WeatherBug has amassed over seven million users.

- AWS Data and Services business offers advanced applications, historical data, and custom weather networks for specific vertical industries.

Financial Information

AWS incorporated in 1993 and is privately held. In 2000, the company received \$15M in financing from HarbourVest Partners, LLC and individuals.



BACKGROUND

AWS Convergence Technologies, Inc. (www.aws.com) owns and operates the largest network of weather stations in the world. This real-time network gathers comprehensive, up-to-the-second weather information from more than 5,000 communities and powers the company's various products and services. These include WeatherBug™, WeatherNet for Broadcast, WeatherNet for Education and AWS Data Services.

WeatherBug

AWS' award-winning WeatherBug software streams live neighborhood weather direct to PC users. It provides real-time local weather conditions, forecasts, storm warnings and alerts, radar and camera images. For advertisers, WeatherBug delivers innovative online advertising solutions that provide a return on investment.

WeatherNet for Broadcast

WeatherNet for Broadcast helps local news programs differentiate their weather coverage by providing real-time weather data from school locations in the station's local market. AWS has partnerships with more than 105 local television stations that reach more than 80 million US households.

WeatherNet for Education

WeatherNet for Education is a revolutionary Web-based weather teaching tool that transforms America's students into budding meteorologists right in their very own classrooms. It is a powerful vehicle that educators can use to increase student achievement.

AWS Data Services

AWS Data Services provides a wide array of detailed, robust and mission-critical weather data and analysis functionality specifically designed for vertical markets, such as energy, retail and transportation. AWS Data Services helps companies that need the highest resolution and most accurate weather information by providing unparalleled real-time weather data customized for these industries' unique needs.

History

1992

AWS pioneers the School WeatherNet Program concept. Schools install professional-grade automated weather stations to help teachers apply real-world technology for math, science and geography. All schools are networked.

1993

AWS develops a broadcast partnership model, WeatherNet, and is the first to connect schools to broadcast meteorologists across the United States. The Broadcast meteorologists use valuable live, local weather from neighborhood schools in their newscasts.

1995

AWS is the first to stream live neighborhood weather content.

1996-97

AWS WeatherNet Program becomes the world's largest automated weather network with 75 stations and 1,200 neighborhood schools surpassing the National Weather Service. WeatherNet schools receive state-of-art curriculum to meet national science and math standards.

1997

AWS School WeatherNet Program becomes the hottest program on television broadcast news, clearing 25 cities.

1998-99

AWS WeatherNet Program expands to more than 100 cities. 80 million households watch WeatherNet in local newscasts each month. School network growth accelerates to 3,500 neighborhood schools.

2000

AWS introduces the WeatherBug in April, which quickly becomes the fastest growing website, amassing 1.5 million users by December. AWS School WeatherNet launches Online Classroom to 5,000 neighborhood schools.

2001

AWS introduces one of the largest Interactive Advertising Units on the Web, 625 x 433. WeatherBug Brand Wrap wraps advertising messages around weather content. Visit Mexico Tourism Board is the first advertiser in February.

2002

WeatherBug surpasses seven million registered users and launches a program that lets consumers choose their own advertisers. WeatherBug is recognized as one of the top fifty interactive properties by Jupiter Media Metrix. AWS launches AWS Data Services.



PEOPLE

Robert S. Marshall, President & CEO

Bob Marshall is one of the original founders of AWS and currently serves as the Company's President and CEO. Marshall is responsible for the business strategy and operations of the company, and has been instrumental in building new and profitable business units to realize the value of AWS' weather network and other assets. Prior to becoming President of AWS in March 1995, he served as AWS' Vice President of Engineering.

Outside AWS, Marshall currently serves as Chairman of the Committee on Technology Education (COTE) in the state of Maryland. The COTE committee is responsible for the development, implementation and monitoring of the "Maryland Plan for Technology in Education", which was approved by the State Board of Education in December 1998. Marshall also serves on the board of the Montgomery Education Connection (MEC), a coalition of business and education leaders in Maryland. Prior to launching AWS, he served as a Program Manager and lead engineer at BBN (formerly Bolt, Beranek and Newman, the company credited with starting the Internet) on a number of advanced military signal processing and networking programs. Marshall is a cum laude graduate of the University of Maryland College of Engineering.

Christopher D. Sloop, Senior Vice President, CTO

Christopher Sloop is one of the original founders of AWS and currently serves as the Company's Chief Technology Officer. Sloop is responsible for the technical development of all AWS products. Sloop is the original developer of the AWS Airwatch System and was responsible for developing AWS' innovative broadcast and Internet technology. In addition to engineering management, Sloop is proficient in C++, MS SQL, ASP, JAVA, and HTML. Sloop is a magna cum laude graduate of the Millersville University of Pennsylvania with a B.S. in Physics and Computer Engineering.

Andrew W. Jedynek, Vice President, Business Development

Andy Jedynek came to AWS in August of 1999 and is actively involved in AWS' business growth and expansion efforts. In addition to a key role in strategy development, Jedynek is responsible for developing and enhancing products, forging strategic alliances, and building new revenue streams. Jedynek currently is responsible for the WeatherBug business unit, and has directed the growth of the WeatherBug from a concept in 2000 to one of the top 50 Internet properties worldwide by 2002.

Prior to joining AWS in 1999, Jedynak spent 9 years at NBC working within a number of disciplines. As Manager of New Media, he developed what was widely considered NBC's most profitable and innovative local Internet business. He was a key player within the NBC Television Stations Division, acting as project manager for Internet product development, and introducing a number of New Media "best practices."

In his role in the Interactive and Broadcasting industries, Jedynak has spoken before a number of audiences, including the National Association of Television Program Executives (NATPE). 1999-2000 he served on the local development committee of the Interactive Advertising Bureau (IAB). He graduated from the University of California at San Diego in 1988 with a double emphasis: Communications and Computer Science. Before beginning his career in Broadcasting and Interactive Media, Jedynak played professional basketball in Europe.

Daniel W. O'Connell, Vice President, Finance and Administration

Dan O'Connell joined AWS in November, 1999. His primary day-to-day responsibilities include the management of the Company's general administrative, accounting and finance, contract administration, human resources and legal functions. In addition, Dan advises on and supports the Company's strategic financing, business and partnership development initiatives. Prior to joining AWS, O'Connell served as VP/General Counsel for a rapidly growing regional business services company, and 12 years in the private practice of law, representing corporations and individuals in a variety of civil and commercial matters.

O'Connell holds a B.S. from Villanova University's School of Commerce & Finance, and a JD from The Catholic University of America's Columbus School of Law.

John M. Saaty, Vice President, Marketing/Strategy

John M. Saaty joined AWS in January 2002 as Vice President, Marketing and Strategy. Saaty is responsible for directing AWS' marketing initiatives and for developing new business lines to leverage the value of the real-time data that streams from AWS' unique network. Prior to joining AWS, Saaty was Vice President of Marketing for Cysive, Inc., a multi-channel software solutions builder in Reston, VA., where he was responsible for building and managing comprehensive corporate marketing, business development, and product marketing capabilities as well as directing the company through an IPO. Previously, Saaty was a program manager with Intel Corporation where he was responsible for brand management and marketing programs for microprocessors such as the Pentium Pro, Pentium with MMX Technology, Pentium II and Pentium III as well as Intel chipsets.

Saaty has an MBA with dual majors in marketing and entrepreneurial management from The Wharton School of the University of Pennsylvania.

Terry C. Hambrick, Vice President, Operations

Terry Hambrick currently serves as AWS' VP of Operations. Hambrick is currently responsible for the WeatherNet business unit including all educational direct sales and support functions, broadcast direct sales and support to existing clients, production and technical support. During his five- year tenure with the Company, he has also participated in the strategic and long range planning effort and implementation process. Prior to becoming VP of Operations, Hambrick served as a consultant to the Company. He has over twenty years of experience in sales and support for the broadcast television industry. Beginning with the launch of his own Company in 1979, and its management for ten years, he has held the positions of Vice President of Softech Systems, Inc. and Director, Worldwide Broadcast Support for Avid Technology, Inc. Immediately prior to joining the Company, he served as a consultant to NBC in their New Ventures Group. Hambrick holds undergraduate degrees in Education and Business Administration.