



FOR IMMEDIATE RELEASE:

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WTOL Launches EcoTrack11

ELLICOTT CITY, MD - March 18, 2007 – WTOL 11 Toledo's News Leader, in partnership with StormCenter Communications, Inc. and the U.S. Department of Agriculture Natural Resource Conservation Service (NRCS) has launched StormCenter's Envirocast® program called *EcoTrack11*. EcoTrack11 is an informative new program that will educate WTOL viewers about the environment, including climate change, ecosystems, watersheds, ground water and much more. The program also promotes environmental stewardship.

WTOL saw the need to communicate water and environmental information during the news and weathercasts throughout the morning, afternoon and evening in Northwest Ohio. Each week, with the partnership of StormCenter Communications Inc., WTOL will feature new EcoTrack11 segments to share knowledge of water quality, water conservation, climate change, land use, and environmental protection with the viewers.

Here's what people are saying about EcoTrack11:

"...The world is moving and changing from a carbon based economy on petroleum to one that has to be renewable, we have no choice. It's going to face us sooner or later and through this EcoTrack11 series you are going to help our region be one of the first to face it sooner."

Rep. Marcy Kaptur, Ohio's 9th District

"...NRCS is really excited about the potential of EcoTrack11 to share environmental information from the many Western Lake Erie Basin Partners with citizens and residents of the Western Lake Erie Region, in a way that will help improve and protect our important natural resources."

Steve Davis, USDA NRCS

"... The launch of EcoTrack11 provides the citizens of northwest Ohio access to valuable information about the quality of their local water, land and air. EcoTrack11 will also show how they can be effective stewards of their local environment."

Chris Korleski, Director Ohio EPA

"...WTOL 11 Toledo's News Leader is taking the leadership role in addressing environmental issues in Northwest Ohio. EcoTrack11 is a serious commitment to engage our viewers every week with vital environmental information combined with common sense tips. We have established a network of more than 50 content providers who will help us develop interesting and useful stories that will be told in a visual and compelling way. EcoTrack11 will become a powerful environmental information brand that fits perfectly with viewer expectations of WTOL 11 Toledo's News Leader.

Bob Chirdon, Vice President/General Manager, WTOL

“...WTOL is committed to informing their viewers with excellent information about the environment and they are standing behind their commitment to the community. Raising the environmental IQ of America is our guiding principle here at StormCenter and we look forward to continuing this long-term partnership with the USDA NRCS, and WTOL well into the future.”

Dave Jones, StormCenter's Founder, President & CEO

Envirocast® was launched on-air by WTOL in February 2008 and this announcement officially marks the launch of this exciting program.

Environmental news plays a major role in the 21st century with concerns about drought conditions, air pollution levels, food safety, public health and more. Quality of life and the environment are inextricably linked. That's why StormCenter Communications created Envirocast® - an integration of environmental news content, science and technology that will be the future theme of network television reporting. Through StormCenter, broadcast television news will become a daily gateway for environmental information to reach the public on a regular basis.

You can connect to EcoTrack11 by going to: <http://www.wtol.com> and click on EcoTrack11 or by connecting directly to: <http://wtol.envirocast.net>

About WTOL

WTOL Toledo's News Leader has a 50-year tradition of serving Northwest Ohio viewers and leading the way with cutting edge information and technology. WTOL.com is the market-leading media website averaging millions of page views every month. With EcoTrack11 WTOL continues to lead the way by being the first station in the market to engage in a comprehensive environmental awareness program. With the help of our local partners, and a wide network of content providers, WTOL will become the single best source for environmental news and tips.

About USDA NRCS

Ohio's NRCS Mission - Helping Ohioans protect their land and our environment.

NRCS is a Federal Agency within the U.S. Department of Agriculture. NRCS puts 70 years of experience to work in assisting owners of Ohio's private land with technical assistance to conserve their soil, water, and other natural resources. Local, state and federal agencies and policymakers also rely on our expertise. We deliver technical assistance based on sound science and suited to a customer's specific needs. Cost share and financial incentives are available in some cases. Most work is done with local partners. Our partnership with local soil and water conservation districts serves almost every county in Ohio. Participation in NRCS programs (<http://www.oh.nrcs.usda.gov/programs>) is voluntary. NRCS is a co-leader of the Western Lake Erie Basin Partnership.

About StormCenter Communications, Inc.

StormCenter Communications acts as an environmental wire service, providing innovative environmental content and technologies to the media in order to “raise the environmental IQ of America™.” StormCenter provides a unique blend of media, environmental science, and meteorological expertise packaged specifically to meet the expanding role of weather and environmental reporting along with emergency management communications. The value that StormCenter adds is making the content relevant and understandable to the general public. We also supply the tools needed to compile and organize local environmental information across a wide range of topics. For more information, visit www.stormcenter.com.