

STATE COLLEGE, Pa., Jan. 17, 2014 /PRNewswire/ -- **AccuWeather Global Weather Center** – Since the announcement of the launch of the 24/7 AccuWeather Channel in the third quarter of 2014, the company has seen a groundswell of positive support. In AccuWeather's continued commitment to put its audience first, the company responds to audience needs by keeping the focus on forecasts, not fluff - All Weather, All the Time.

"Our focus has always been weather forecasts delivered in a way that helps people make decisions to improve their lives – their safety, health, activities, and travel," said Dr. Joel N. Myers

Founder & President of AccuWeather, Inc. "With over 50 years of experience, AccuWeather knows what people want in weather programming. We provide this now through our suite of services available to the public, including

AccuWeather.com

web and mobile sites, AccuWeather mobile apps and through our newspaper, radio, and TV clients. We will also provide this on the new AccuWeather Channel, another way to get weather forecasts whenever and wherever people need them with highly localized updates."

Feedback from AccuWeather's audience has been overwhelmingly positive, with comments including:

- AccuWeather has always had the most accurate forecasts... Please stick to weather! (Facebook)
- I am shamefully excited over the fact that my favorite weather forecasters are going to have a TV channel. Nerd alert! (Twitter)
- You mean we will actually have real weather? Sweet, sweet! (Facebook)
- Good to hear. Truly the most accurate weather reporting service. (Facebook)
- I've been an avid fan of AccuWeather for quite some time and believe you guys to be the

New AccuWeather Channel will Deliver "All Weather, All the Time™"

Written by Australian Business

best weather source out there, hands down. One of the last things I do at night and first things I do in the morning, each and every day, is check AccuWeather.com for how to plan my daily routines accordingly. (Email)

- I have recently been hoping that AccuWeather would start a competing cable channel. . . LO AND BEHOLD! (Email)

"AccuWeather has been planning this channel for some time, but with recent concerns raised over the availability of quality forecasts on TV, we decided to announce the launch," Myers said. "AccuWeather is the world's largest and fastest growing multi-media weather company, reaching over one billion people every day. An expansion to include the AccuWeather Channel is another way we will help people's lives."

"AccuWeather works cooperatively with its distribution partners to achieve solutions that benefit the cable and satellite audience," said Barry Lee Myers, CEO of AccuWeather, Inc.

AccuWeather has a long-established history of innovation and a dedication to forecasting accuracy they intend to bring to the new channel. The company was the first to introduce 5-day, 7-day, 10-day, 15-day, 25-day, 30-day, and 45-day detailed forecasts, setting the industry standard in longer-range forecasting, as well as RealFeel Temperature®. The new MinuteCast™, providing Minute by Minute™ forecasts for every location in the United States and Canada, is available on the SkyMotion app by AccuWeather and will be expanding to all properties soon.

The AccuWeather Channel is to be a multi-platform solution streamed on AccuWeather.com and other internet sites, as well as through media partner affiliate mobile and internet sites and is expected to be available through cable and satellite carriers.

About AccuWeather, Inc. and AccuWeather.com

Every day over a billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly forecasts with Superior Accuracy™ for nearly 3 million locations worldwide, with customized content and

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engaging video presentations available on smart phones, tablets, free wired and mobile internet sites, connected TVs and Internet appliances, as well as via radio, television, and newspapers. Founded in 1962 by Dr. Joel N. Myers - a Fellow of the American Meteorological Society who was recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine's Encyclopedia of Entrepreneurs - AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news, weather content, and video for more than 72,000 third-party websites.

Visit accuweather.com for additional information.

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