

STATE COLLEGE, Pa., Jan. 13, 2014 /PRNewswire/ -- AccuWeather is pleased to announce it will launch a 24X7 weather channel, to be known as the AccuWeather Channel, in the third quarter of 2014.

AccuWeather had not planned to make the announcement at this time, but decided to accelerate the announcement in light of the controversy that has developed between DIRECTV and The Weather Channel and in order to make the public aware of an additional offering that will be available to them later this year.

AccuWeather is already the leading source of weather forecasts, information and data and is considered to be the most accurate and valuable source of weather forecasts around the world.

The Superior Accuracy™ of AccuWeather forecasts has allowed the company to create a strong brand that has saved lives, protected property and placed pinpoint weather information in the hands of consumers. AccuWeather has been recognized for its innovative and valuable displays and presentation of the weather to the public and private sectors.

AccuWeather's forecasts are the most localized and most customized and it is the only source for day-by-day forecasts 45 days in advance. AccuWeather is also prepared to launch MinuteCast™, which will provide minute-by-minute forecasts for every location in the United States and Canada.

AccuWeather Announces the Launch of the AccuWeather Channel in Q3 2014

Written by Australian Business

The new AccuWeather Channel will be focused on helping people make better decisions in planning to improve life and safety. It will provide highly localized and customized forecasts, and will round out AccuWeather's suite of services to the public. AccuWeather already provides weather forecasts by smartphones, tablets, AccuWeather.com web and mobile sites, radio, AccuWeather-affiliated television stations, and over 500 newspapers nationwide.

The new AccuWeather Channel will be 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.

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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 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 and weather content and video for more than 72,000 third-party websites.

Visit www.accuweather.com for additional information.

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