



NEWS RELEASE

The Weather Network - Canada's First Choice for Mobile Weather According to Nielsen

Toronto, June 2, 2009 – The first Nielsen Mobile Internet Report identifies The Weather Network as the first choice for Canadians seeking weather information on their mobile device. The Nielsen Canada Mobile Media Measurement Report ranks The Weather Network 4th of all mobile sites visited by Canadians. Coupled with the popular WeatherEye™ application, the most downloaded free weather application across both iPhone and BlackBerry® smartphones, The Weather Network is the standout national leader in weather and weather-related information, providing Canadians with the most accessible, local and up-to-date weather information.

According to the report, 674,000 Canadians visited mobile.theweathernetwork.com via mobile phone while 91,000 users visited mobile.meteomedia.com, the networks French language service, combining for an unduplicated reach of more than 740,000.

“This report reinforces that more Canadians rely on The Weather Network to get the most up-to-date information to better plan their day, no matter where they are,” says Mark Thompson, The Weather Network’s Director of Mobile. “During the Nielsen survey, 1.1 million Canadian mobile internet users visited various weather sites and almost 70 percent of those users, got their information from The Weather Network and MétéoMédia. As the popularity of mobile grows, our technology and weather information accessibility will grow with it.”

With the release of both Windows Mobile and Android applications expected later this summer, The Weather Network will discuss the impressive mobile rankings and the future of mobile technology at nextMEDIA Banff, one of Canada’s most popular digital media conferences.

This is the first official release of the Nielsen Canada Mobile Media Measurement Report. The audience data was generated via an online survey conducted from February 17, 2009 to March 6, 2009. Nielsen will be issuing this report on a quarterly basis.

For further information on The Weather Network’s mobile services or any of their programming and services, visit theweathernetwork.com.

About The Weather Network and their French-counterpart, MétéoMédia

The Weather Network and MétéoMédia are among the most popular media brands in Canada. Owned by the Canadian company Pelmorex Media Inc., they are the undisputed leaders of weather information services in Canada across all platforms, including cable, satellite, internet, desktop, mobile, radio and newspapers. The Weather Network and MétéoMédia are among the most widely distributed and frequently consulted television networks in Canada. The websites, theweathernetwork.com and meteomedia.com, are also among Canada's leading web services. All mobile carriers now distribute The Weather Network and MétéoMédia as part of their services. As the No. 1 source of weather services in the commercial market, The Weather Network and MétéoMédia also meet the weather information needs of energy companies, municipalities, road services and numerous other business clients. The growth of The Weather Network and MétéoMédia can be attributed to the continued focus and commitment put into providing the very best weather information to Canadians, whose activities are dependent on weather.

-30-

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