



NEWS RELEASE

'STORMS' STRIKE THE WEATHER NETWORK

Toronto, May 20th, 2009 – This June, The Weather Network presents “Taken by Storm: Our Storms, Our Stories,” an exciting, multi-part news feature providing viewers the opportunity to look back on the historic fires, tornadoes, floods, and hurricanes that have impacted Canadians.

Beginning June 1st, the official start of the Atlantic hurricane season, and running until June 5th, the “Taken by Storm” series will highlight past coverage of extreme, and in some cases catastrophic, weather events through archived news footage and personal memories from presenters and those who covered the events from behind the scenes. Featured broadcasts will include the 1998 Ice Storm, which some have called the “greatest natural disaster in Canadian history,” and the 2003 B.C. Forest Fires that forced tens of thousands from their homes.

“Our broadcast team, along with many Canadians, have witnessed, and lived through, some of the most devastating storms and weather conditions imaginable,” says Chris Scott, The Weather Network’s manager of Forecast Operations. “As we celebrate our 20th anniversary, these storm stories are a great opportunity for us to look back with our viewers on how these historic events have affected our lives, both personally and professionally.”

The Weather Network will air ten segments, with two running each day. Viewers can watch the “Taken by Storm” series at 7:12 a.m., 9:12 a.m., 2:12 p.m., 6:12 p.m., 10:12 p.m., and 2:12 a.m. Eastern Daylight Time, from Monday to Friday.

For further information on “Taken by Storm: Our Storms, Our Stories,” visit http://www.theweathernetwork.com/news/storm_watch_stories3&stormfile=topstormsmedia_01_06_2009.

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-

For more information, please contact:

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