



## **NEWS RELEASE**

### **The Weather Network Continues to Lead the Weather Market with Launch of WeatherEye Mobile on Google Android and Windows Mobile**

*The mobile web sites rank as the third most visited sites in Canada*

**Oakville, Ontario, August 25, 2009** – The Weather Network’s, WeatherEye® Mobile, is now the first and only free weather application available on the four most popular mobile operating systems in North America. This week The Weather Network announced the launch of WeatherEye for Windows Mobile® and Google Android, in addition to the highly popular applications already available on iPhone™ and BlackBerry® Smartphones.

WeatherEye Mobile provides users with instant up to date weather information with just a click or tap of the screen. Offering current conditions and forecasts for over 10,000 cities worldwide and Canadian and U.S. weather warnings, WeatherEye Mobile prepares users with unparalleled local and easily accessible weather data.

“We understand how important it is for our audiences to have convenient access to accurate weather, so we’ve made a conscious effort to try and reach as many Smartphone users as possible with our applications. That’s also why we’ve decided to offer it for free,” said Mark Thompson, Director of The Weather Network’s mobile division. “We put a lot of time and effort into designing WeatherEye Mobile, from content and design, to functionality on the different handsets and operating systems. As a result, WeatherEye is the most popular free weather app in Canada on both BlackBerry and iPhone, and we expect the same results with Windows Mobile and Google Android.”

In addition to the app for mobile devices, [mobile.theweathernetwork.com](http://mobile.theweathernetwork.com) gives users access to even more detailed weather information plus additional weather related data such as a flight tracking, traffic information and seasonal reports, such as Golf and Ski.

The latest data from Nielsen reports [mobile.theweathernetwork.com](http://mobile.theweathernetwork.com) and [mobile.meteomedia.com](http://mobile.meteomedia.com) are the third most popular mobile sites, after Windows Live Mail, Google, and ahead of Facebook, with over 887,700 Canadians accessing the mobile sites.

“These results are a clear indication that Canadians are using their mobile devices more and more, it is no longer a secondary source of information for Canadians,” continued Thompson. “It also shows that Canadians rely on The Weather Network for accurate and reliable weather information on their mobile devices along with using our TV, web and desktop services.”

### Mobile Web Reach\*:

- 887,700 monthly unique visitors (source: Nielsen Q2 Mobile Internet Report)
- 13.3 million monthly page views (source: Omniture July 2009)

### WeatherEye on BlackBerry\*:

- 787,698 active monthly user (source: Omniture, July 2009)
- 26.4 million impressions (AdTech, July 2009)

### WeatherEye for iPhone\*:

- 319,623 active monthly users (Omniture, July 2009)
- 21.5M impressions for WeatherEye for iPhone (AdTech, June 2009)

WeatherEye Mobile is free to download here: <http://bit.ly/2DSA6u>

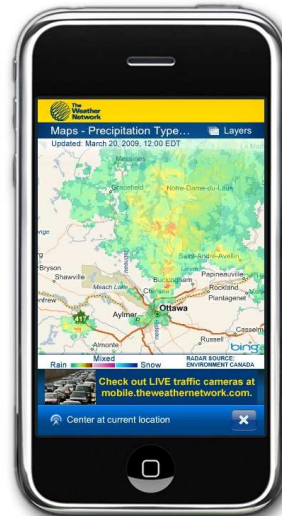
Screenshots of WeatherEye Mobile on all four platforms below.



Windows Mobile



Google Android



iPhone



BlackBerry

### About The Weather Network and MétéoMédia

The Weather Network and its French counterpart, MétéoMédia, are among the most popular media brands in Canada. They are the undisputed leader of weather information services in Canada across all mediums including cable, satellite, online, mobile and newspapers. The specialty television networks are among the most widely distributed and frequently consulted television networks in Canada. The websites, [theweathernetwork.com](http://theweathernetwork.com) and [meteomedia.com](http://meteomedia.com), are among Canada's leading web services. All mobile carriers now distribute The Weather Network and MétéoMédia on their services. As the leading source of weather services in the commercial market, energy companies, municipalities, road services and numerous

other commercial clients have their weather information needs met by The Weather Network and MétéoMédia. 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.

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\*Mobile Web and WeatherEye data represents English and French