

For immediate release

The Weather Network wins a Bronze Medal at the New York Festivals International Television Broadcasting Awards



February 5, 2008 - The Weather Network has won a bronze medal from the New York Festivals International Television Broadcasting Awards. The award was presented Friday February 1st at a black-tie gala at the Tribeca Rooftop in New York City. The award was accepted by Reporter Kelly Noseworthy, Videographer/Editor Dwayne Oud and News Manager Jason Reid

The medal was awarded in the News Inserts: Human Interest category. The winning story profiled Maya Jonas, a blind woman learning how to sail, and how she uses her other senses to determine wind direction and changes in the weather.

Now entering its 48th year, The New York Festivals International Television Broadcasting Awards recognize "The World's Best Work" in news, documentary, information and entertainment programming.

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, internet, wireless and newspapers. The specialty television networks are among the most widely distributed and frequently consulted television networks in Canada. The websites, theweathernetwork.com and meteomedia.com, are among Canada's leading web services. All wireless 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 dependant on weather.

- 30-

For more information:

Jason Reid

The Weather Network

Telephone: 905-829-1159 Ext. 1294

E-mail: jreid@pelmorex.com