

## The Weather Channel Sets New Records Across Platforms during Superior Coverage of Historic Winter Weather

*Single-day Record of 178 Million Page Views Across Digital Platforms.*

Atlanta, GA ([prHWY](http://www.prhwy.com)) February 14, 2010 - Setting new records, The Weather Channel (TWC) again proved itself as the weather leader across all media platforms during severe winter weather February 2010. According to internal numbers, TWC received 178 million total interactive page views across its multitude of digital platforms - weather.com, The Weather Channel Desktop and The Weather Channel Mobile, including mobile Web and downloadable applications available on iPhone, Android, BlackBerry and Palm devices.

This new single-day record of 178 million interactive page views surpassed the previous record from Jan. 7, 2010, of 147 million, an increase of 21 percent. As consumers increasingly look for the most immediate and reliable weather information available, they turn to the great products, superior coverage and accurate information from The Weather Channel, no matter what screen they use, whether television, online or on mobile.

Weather.com saw its highest single-day traffic ever Feb. 9. For the first time in weather.com history, the popular weather site exceeded 100 million page views in one day with 118 million page views, shattering the previous record of 95 million by a full 25 percent. In fact, as severe winter weather continues to affect multiple areas of the country, weather.com has seen its four highest traffic days ever all within the first six weeks of 2010: Feb. 9, Jan. 7, Feb. 8 and Feb. 5.

Among news networks, The Weather Channel was No. 1 in cumulative reach across three days, reaching almost 50 million total viewers from Feb. 8-10. And Feb. 9 alone saw a greater than 50 percent increase in total viewers.\* The Weather Channel Mobile and Desktop also saw record-breaking traffic days on Feb. 9. TWC Mobile, including mobile Web and downloadable applications available on iPhone, Android, BlackBerry and Palm, exceeded 49 million views. With more than 7 million page views, The Weather Channel Desktop also exceeded its previous single-day record.

In addition, The Weather Channel has a new record for monthly interactive unique visitors. According to Nielsen, the TWC brand's digital properties surpassed 42 million unique visitors in January 2010, beating its previous record of 41.5 million in December 2009.

\*Source: Nielsen's NPower, TWC, Total Day (M-W 6A-6A); (2/8/10-2/10/10) and (Wed. 6a-6a - 02/09/10), Persons 2+ Viewing, Type: Live+SD, 1 Minute Qualifier.

### About The Weather Channel Companies

The Weather Channel Companies (TWCC) is made up of The Weather Channel Network (TWCN), The Weather Channel Interactive (TWCi), and Weather Services International (WSI). The Weather Channel® is based in Atlanta and is seen in more than 99 million U.S. households. TWCN also operates Weatherscan, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. TWCi, which includes the weather.com® site, The Weather Channel Desktop and The Weather Channel Mobile, reaches more than 40 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen/NetRatings. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is

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owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit <http://www.weather.com/press>.

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