



ACCUWEATHER SIGNS DEAL AS OFFICIAL WEATHER PROVIDER FOR EUROPEAN-BASED OUTDOOR SPORT CHANNEL

***Company to Provide Global Weather Reports,
Adds to Impressive List of Sports Media Clients***

STATE COLLEGE, PA – January 17, 2012 – AccuWeather, the world’s weather authority, has signed a comprehensive deal with Outdoor Sport Channel, a leading international outdoor sports television company, to bring AccuWeather’s worldwide, reliable weather reports and programming to the 24/7 broadcast channel.

AccuWeather’s international weather reports are now available throughout the day, integrated into the sports news programming via all Outdoor Sport Channel platforms, carried in Europe, Asia and via satellite in North and South America.

The addition of Outdoor Sport Channel bolsters AccuWeather’s list of top sports media clients receiving weather programming including: NFL.com, The Big Ten Network, NESN, Fox Sports South, Fox Sports Detroit, Fox Sports Wisconsin, Fox Sports North, and Altitude Sports.

““There is no greater factor in planning outdoor sports activities, either as a spectator or competitor, than the current weather conditions,” said Dr. Joel N. Myers, Founder and President of AccuWeather. “That makes the partnership between AccuWeather and Outdoor Sport Channel a perfect fit. We look forward to delivering our reliable, entertaining and accurate programming to more viewers worldwide.”

“With AccuWeather, we get tremendous flexibility to leverage up-to-date worldwide weather, snow skiing and other related outdoor sport activity reports,” said Henk van Meer, founder & CEO of Outdoor Sport Channel. “AccuWeather makes it easy for us to provide relevant outdoor weather content across our worldwide network. AccuWeather will bring an excellent and unique value to our programming.”

Outdoor Sport Channel broadcasts original outdoor sports programming designed to inform and entertain sportsmen across the world. Traditional outdoor activities are broadcast alongside daily sport news programming about world cup skiing, motor sports, paragliding, mountain climbing, horse riding, hot air ballooning, cycling, wake board sports, beach volleyball cup, marathons, surfing competitions, golf and all football leagues.

Worldwide, AccuWeather’s exclusive weather reports are available in more than 36 languages for more than 2.7 million locations. Each day, more than one quarter of a billion persons view AccuWeather content via AccuWeather.com, customizable applications for

various smart phones and tablets, AccuWeather.com's mobile website, and in newspapers, television and radio media outlets worldwide.

About AccuWeather and AccuWeather.com

Every day over a quarter of a billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly forecasts for more than 2.7 million locations worldwide, with customized content and engaging video presentations available on smart phones, tablets, wired and mobile internet sites, smart TVs and appliances, as well as traditional media. Founded in 1962 by Dr. Joel N. Myers – recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine's Encyclopedia of Entrepreneurs – AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news and weather content and video for more than 50,000 third-party websites, including wallstreetjournal.com, CBS News, and The New York Times.

About Outdoor Sport Channel

Outdoor Sport Channel® is a unique and leading International 24 hour global sports television network featuring a vast array of outdoor sports, many exclusive, including mountain climbing, horse riding, motor sports, world cup cycling, wake board, beach volleyball, marathon, cliff diving, drag racing, kart racing, surfing competitions, golf, and football. Outdoor Sport Channel® distributes its programming worldwide (Europe, Russia, North/South and Latin America, Canada, Caribbean, Middle East, Asia and Australia) via satellite, SD & HD analogue & digital cable, OTT, BOIP (Broadcast over IP) set-top box and mobile platforms. The channel features only the best outdoor action and latest sports news programming from SKY Sports News HD, Red Bull, O'Neil, Nissan, Swatch, Stimorol, Audi, Adidas, Dunlop, Columbia (Free Sports series), Shimano, Snickers, UCI, Scott, PKRA and many others. For more information please visit: www.outdoorsportchannel.com or www.outdoorsportchannel-globalwide.com.

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