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AccuWeather Drives New Growth and Innovation with Acquisition of WeatherBank, Inc.

Global weather leader further strengthens its enterprise services by joining forces with long-standing, innovative mainstay company and weather industry leader.

AccuWeather Global Weather Center – January 26, 2015 – AccuWeather, Inc., the global leader in digital weather information to media, the public, and business and industry, today announced that it has acquired WeatherBank, Inc., an integrated meteorology company that has been an innovative and mainstay part of the weather industry for over 30 years. WeatherBank provides comprehensive weather databases, patented weather technology, and specialized programming and consulting services across major industries and leading businesses.

AccuWeather's commercial services company, AccuWeather Enterprise Solutions, Inc. (AES) will integrate WeatherBank's specialized advancements in forecasting with its own unique and patented capabilities to enhance the services and offerings that protect people, property, and profits among the most successful enterprises in the world.

As a successful, well-respected company in the weather industry, WeatherBank is a unique asset. AccuWeather is proud to integrate its capabilities, further strengthening the AccuWeather forecasting capabilities and services for businesses around the world, Barry Lee Myers, Chief Executive Officer of AccuWeather, Inc. said. We welcome the WeatherBank team and value their long-standing expertise, excellent reputation and respect, and specialized forecasting advancements, supporting our continued growth as the world's leading weather company.

Myers added, Steve Root, the WeatherBank CEO, is one of the most respected leaders in the weather industry. His association with AccuWeather is a major plus for the company and for the weather industry.

We have partnered with AccuWeather throughout the last 30 years. By joining WeatherBank capabilities with the global reach of AccuWeather we are combining the strengths and services of both companies which are unavailable from any other source in the weather industry, stated Steve Root, President and CEO of WeatherBank, Inc.

WeatherBank's specialized meteorological and environmental services include custom forecasting, ambient air quality monitoring, instrumentation and calibration, environmental system audits, and forensic weather studies. WeatherBank also provides hourly forecasting products that extend as far as two years into the future and real-time lightning displays, threat maps, and hurricane tracking displays. They maintain an expansive proprietary database of nearly 40,000 weather and environmental products and comprehensive historical record of hourly and daily weather information unavailable elsewhere.



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WeatherBank operations, based in the Oklahoma City area, will be added to AccuWeather's suite of offices and join AccuWeather Enterprise Solutions' commercial services team. They will be a sister site with the AES Severe Weather Center in Wichita, KS.

About AccuWeather Enterprise Solutions

Serving over 240 of the Fortune 500 companies and thousands more, AccuWeather Enterprise Solutions - the commercial weather services division of AccuWeather, Inc. - delivers mission-critical weather-driven enterprise solutions to assist businesses, government, media, and institutions, protecting people, property, and profits worldwide. AccuWeather enterprise products and services include the most accurate, site-specific and customized severe weather warnings, short- and long-range forecasts, legal forensics, and weather-triggered analytics, providing actionable insights from the world's largest weather media company.

Visit www.AccuWeather.com/EnterpriseSolutions for more information.

About AccuWeather, Inc. and AccuWeather.com

Every day over 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 and Minute by Minute forecasts with Superior Accuracy with customized content and engaging video presentations available on smart phones, tablets, free wired and mobile Internet sites, connected TVs, and Internet appliances, as well as via radio, television, and newspapers. Founded in 1962 by Dr. Joel N. Myers - a Fellow of the American Meteorological Society who was 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, weather content, and video for more than 180,000 third-party websites. AccuWeather's CEO, Barry Lee Myers, is an award winning leader in global weather information issues and one of the world's most recognized advocates for cooperative relationships between government weather agencies and the weather industry. He is a leader in the digital weather information space.

Visit www.AccuWeather.com for additional information.

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