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## AccuWeather at the Forefront of Weather Innovation with Acquisition of Hazard Notifications LLC

*Global weather leader announces additional category acquisition this month, adding unique, cutting-edge startup to enterprise portfolio.*

**AccuWeather Global Weather Center – January 29, 2015** – AccuWeather, Inc., the global leader in digital weather information to media, the public, and business and industry, today announced that it has acquired Hazard Notifications LLC, of Norman, Okla., an innovative developer of customized weather forecast modeling and mapping with leading-edge, feature-specific applications integrated across digital platforms.

AccuWeather's commercial weather-for-business services company, AccuWeather Enterprise Solutions, Inc. (AES), will integrate Hazard Notification's innovative products with its own unique patented technology to enhance the services and offerings that protect people, property, and profits among the most successful enterprises in the world.

"AccuWeather is an innovator in the weather industry, focused on significant, leading advancements to meet the needs of our growing global audience and business partners," Barry Lee Myers, Chief Executive Officer of AccuWeather, Inc. said. "We will further strengthen our best-in-class capabilities and services with the integration of Hazard Notifications. These are exciting and creative people who have launched a successful startup company that fits neatly into the AccuWeather culture, environment, and technology leadership in weather."

"We are excited about the new opportunities gained by joining the AccuWeather family," Brandon Sullivan, Meteorologist & Managing Partner at Hazard Notifications LLC said. "AccuWeather's meteorological and technical innovations, strategic partnerships, and global following allow us to reach more people than ever before with unique, industry-leading products and communications, impacting more lives on a global scale."

Hazard Notifications was founded in 2013 with the mission to simplify weather data visualization, making complex weather information more intuitive and actionable for users. Their patented technology advancements, predictive modeling, graphics automation, and mesoscale modeling, combined with AccuWeather's global reach, established partnerships, and brand leadership, as the trusted source for weather information with Superior Accuracy™, will provide business customers and public users with the best weather information and user experiences available anywhere.



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Hazard Notifications operations will be co-located with AccuWeather's new offices in Edmond, Okla. where WeatherBank, an acquisition announced earlier this week, is located. The Hazard Notifications team will join AccuWeather's experts in meteorology, graphics and warning systems, and mesoscale modeling. They will be a sister site with the AES Severe Weather Center in Wichita, Kan. and part of the growing AccuWeather physical presence in America's heartland.

### **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](http://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](http://www.AccuWeather.com) for additional information.

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