

*Press Release*

## **New App Offers Fire Customers Weather-Triggered Imagery, Social Features, Improved Usability**

[The Weather Channel](#)® is now featured on the new Kindle Fire and available free to all Amazon Appstore for Android customers. The Weather Channel app offers consumers the most accurate weather information with a user-friendly interface, The Weather Channel Social, weather-triggered imagery and more.

The Weather Channel app will be among a select number of apps that are featured to Kindle Fire customers when they go to their apps tab on their Kindle Fire. The Weather Channel app will take advantage of the seven-inch, color screen offered on the Kindle Fire.

“As a mobile and tablet leader, The Weather Channel continually looks to be available on the newest devices in order to offer the most accurate weather data when and where our consumers need it, no matter the platform or screen,” said Cameron Clayton, executive vice president of digital product, The Weather Channel Companies. “We believe there is great potential for adoption of Kindle Fire due to price point and the quality of the product.”

Ranked as the No. 1 most downloaded weather app and one of the top free apps on the Android Market, The Weather Channel app offers these features for Kindle Fire consumers:

- **Weather-triggered images** for backgrounds and headers change to match local conditions
- **The Weather Channel Social**, in partnership with Twitter, now allows users to see real-time Tweets about their specific local weather to get a real sense of what their weather is like.
- **WeatherReady** preparedness tips and information for severe weather to help consumers and their families get ready for any severe weather heading their way
- **Relative humidity** now included in current conditions, based on feedback from consumers

- **Probability of precipitation** now includes 0-100 percent chance on hourly and 10-day forecasts (the past version only displayed a significant chance, or 30-100 percent).
- **Snow accumulation** data included in forecasts for the next three days.
- The Weather Channel addresses **consumer feedback and** continues to optimize the app, such as fixing force close issues and other bugs and adding in new weather data views.

The Weather Channel includes the content and features consumers have come to expect, such as detailed weather conditions and forecasts, severe weather alerts, and a notification bar with the current temperature and severe weather alert indicator. Consumers can get weather forecasts for their pinpointed locations or search by city, ZIP code, street address or landmark..

The app also includes iWitness Weather, TWC's user-generated community, to allow users to tell their own weather story by uploading photos and videos as weather happens or to peruse others.

For more details about the app, visit [www.amazon.com/appstore](http://www.amazon.com/appstore).

Ends

## About The Weather Channel

Launched in the UK in July 2001, The Weather Channel, a website (<http://uk.weather.com>) and mobile phone app, is a provider of comprehensive and reliable weather information across the UK and the rest of the world. Covering 2,900+ postcodes in the UK and 1,984 UK cities, weather.co.uk also provides information on activities surrounding people's lives and interests such as health, travel and recreation. A wide range of innovative weather maps is available on the site including radar (rain) and satellite (clouds) data. The Weather Channel is partnered with three leading industry names, orange.co.uk, aol.co.uk and Yahoo! UK & Ireland. The Weather Channel is also available on the go via its mobile edition, wap.weather.co.uk.

## About The Weather Channel Companies

The Weather Channel companies (TWCC) are made up of The Weather Channel® television network, The Weather Channel digital properties, and WSI. The Weather



Channel is based in Atlanta and is seen in more than 100 million U.S. households. TWCC also operates Weatherscan®, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. The most popular source of weather news and information, TWCC properties reach 60 million monthly Web consumers ([weather.com](http://weather.com) and Desktop) and 32 million monthly mobile users (mobile Web and applications) and offers the second most popular mobile app on all smartphones. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit [www.weather.com/press](http://www.weather.com/press).

**For further information please contact Braben:**

020 7025 8021 or [weatherchannel@braben.co.uk](mailto:weatherchannel@braben.co.uk)