

The Weather Channel App for Windows Offers Innovative New Design, More Engaging Consumer Experience

The Weather Channel® (TWC), with launch partner Infiniti, today announced an all-new redesign of its popular desktop application, offering consumers a striking new way to discover and interact with the weather and news most relevant to them. [The Weather Channel App for Windows](#) offers an innovative, simplified interface to tell the weather story and its impact on consumers' daily lives through a more engaging experience for consumers. The completely new look offers enhanced features while still delivering the most reliable, timely weather forecasts and information.

“We must continue to improve this leading content app on the Internet by listening to consumer feedback and delivering the best information to help people plan and enjoy their activities every day,” said Scott Jensen, vice president of digital products and applications, at The Weather Channel. “In our increasingly interactive and social world, we know weather information needs to be visual, accurate and there when you need it.”

The Weather Channel App for Windows puts consumers one click away from customized, timely weather information and critical severe weather alerts. Features include:

- **Beautiful weather-triggered imagery** for a deeper weather connection.
- An **immersive weather forecast screen** displays current conditions and hourly forecasts.
- **Completely redesigned look** with a more elegant and simplified user interface.
- Larger, easier-to-read interactive **radar maps** with additional layers so consumers can display more information related to radar, clouds, UV index, rainfall and more.
- Offers **lifestyle integration** to see how weather affects everyday activities, including pollen, beauty, and cold and flu forecasts.
- Access to TWC's **WeatherReady** tips and information to help keep you and your family safe before, during and after severe weather.
- Compatible with a mouse or touch interface, it's **device-friendly** for desktops, laptops and netbooks.
- **Enhanced video experience** including updated news, weather forecasts and featured content from TWC on television.



The Weather Channel is the leading desktop weather application. With more than 13 million monthly unique users, it is the number one content application on the Internet, and the fifth most popular application overall, according to Nielsen. The Weather Channel brand continues to offer the most popular sources for weather information on their respective platforms, including desktop, television, online, mobile and tablets.

The Weather Channel has been a desktop leader since the early days of the consumer application business by focusing on placing the best content at the fingertips of the consumer. The Weather Channel continues to redefine the desktop experience with The Weather Channel App for Windows, which was inspired by the design of the new The Weather Channel App for iPad.

As the launch partner for The Weather Channel App for Windows, Infiniti will promote its Limited Engagement Winter Event with a 100 percent share of voice across the app through the end of the year.

The Weather Channel App for Windows is available at no charge from www.weather.com/winapp.

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For further information please contact Braben:

Richard Lambert, richardl@braben.co.uk 020 7025 8021

Sarah Whyte, sarah.whyte@braben.co.uk 020 7025 8021

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 Infiniti

Infiniti offers a full-line of luxury performance automobiles, including the G Coupe, Sedan and Convertible, Infiniti M sedan, EX and FX crossovers, and the QX full-size



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