

The Weather Company and Rogers Media to Bring Most Accurate Weather Forecasts to Canada

Leading Weather and Media Company Collaborate to Provide Canadians with Customized Weather Information

ATLANTA, June 6, 2017 /PRNewswire/ -- The Weather Company, an IBM Business (NYSE: [IBM](#)) and Rogers Media announced today an agreement to provide weather information and content customized specifically for the Canadian market. With this agreement, The Weather Company will provide in-depth weather data and forecasts, as well as curated content, across Rogers Media properties. In turn, Rogers Media will provide locally relevant articles, photos and video content across the Canadian versions of The Weather Channel app and [website](#) (weather.com) to provide residents with the most pertinent information possible. The Weather Company and Rogers Media will also align to enhance advertising across both companies' properties, with Rogers leveraging its ad sales capabilities to monetize The Weather Channel properties in Canada.

Rogers Media is one of Canada's leading media companies with 25 TV stations, 53 radio stations, nine publications, and more than 90 digital media properties, reaching millions of Canadians. The Weather Company has more than 160 meteorologists and provides hyperlocal forecasts for over 2.2 billion locations across the globe every 15 minutes. Recently named the [most accurate forecaster](#) in the world by a third-party forecast analyst, The Weather Company offers an unparalleled level of forecasting expertise and weather information.

To ensure Canadians receive the most up-to-date weather information, The Weather Company will provide localized current condition information and three-day forecasts via a widget across Rogers Media properties.

In addition, national and local marketers will have access to Weather's innovative data-driven advertising solution, [WEATHERfx](#), across both companies' properties. WEATHERfx is an automated targeting platform that helps marketers determine the best time and place to serve ads by leveraging the impact of weather conditions on emotions to deliver messaging, products and services that potentially influence a consumer's purchasing behavior.

"Canadians from coast to coast are affected by varying and often intense weather conditions. As a result, it's crucial for us to provide timely and reliable information to help them make better decisions - to properly plan their day, travel more efficiently, and take action to remain safe in the face of severe weather," said Domenic Venuto, general manager, consumer division, The Weather Company. "Working with Rogers Media allows us not only to serve hyperlocal weather information to millions of Canadian consumers, it also allows us to offer the most relevant local news and information to those using The Weather Channel digital properties."

"Our priority is to offer our customers the information and services they want and need, when they need it most. The weather affects many of us every day. We plan our lives around it. With that in mind, we want to ensure we're providing our audiences with the most reliable and accurate information possible - which is why we turned to The Weather Company," says Al Dark, senior vice president of sales, Rogers Media. "Working with The Weather Company gives our audience peace of mind that they'll have access to the right information at the right time, while also providing local advertisers with actionable insights to better serve and engage users."

The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions - and take action - in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business

solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers tens of billions of forecasts daily. Its products include a top weather app on all major mobile platforms globally, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business(TM). The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit theweathercompany.com.

About Rogers

Rogers is a leading diversified Canadian communications and media company that's working to deliver a great experience to our customers every day. We are Canada's largest provider of wireless communications services and one of Canada's leading providers of cable television, high-speed Internet, information technology, and telephony services to consumers and businesses. Through Rogers Media, we are engaged in radio and television broadcasting, sports, televised and online shopping, magazines, and digital media. Our shares are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI).

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