

## AccuWeather is Most Accurate Source of Weather Forecasts and Warnings in the World, Recognized in New Proof of Performance Results

*AccuWeather's global leadership in providing life-saving weather information with Superior Accuracy demonstrated through #1 worldwide ranking in new temperature accuracy report, severe weather verifications, and use cases.*

**AccuWeather Global Weather Center – May 31, 2016** – AccuWeather, the global leader in weather information and digital media, today announced additional verification information recognizing AccuWeather as the clear leader in Superior Accuracy™, keeping people safe and out of harm's way around the world.

Accuracy is foundational to AccuWeather, reflected in the company's name: Accurate + Weather = AccuWeather. AccuWeather gathers the best and most comprehensive weather data to deliver forecasts with Superior Accuracy. Forecasts are pinpointed for every location on Earth and extend further ahead than any other source. With the most complete global real-time and historical data, most robust database of forecast models, most advanced forecast engine globally, proprietary patents, and comprehensive validation results, AccuWeather is the most accurate weather company worldwide.

AccuWeather is recognized for its weather accuracy leadership in a new global report from ForecastWatch, a leading third-party weather forecast monitoring and assessment company. The study's twelve-month evaluation names AccuWeather the most accurate source of overall temperature forecasts measured through mean absolute error and forecasts within three degrees. AccuWeather is also first in high temperature forecast accuracy measured through mean absolute error and forecasts within three degrees, in addition to the #1 ranking in low temperature forecast accuracy measured in mean absolute error (tied) and forecasts within three degrees.

ForecastWatch's report of combined one- to five-day-out high and low temperature forecasts, ranking top providers of consumer weather forecasts worldwide, collected almost 11.7 million high and low temperature forecasts for 1,148 locations throughout the world for full-year 2015 and compared them with the actual high temperature, low temperature and overall temperature – the average of the high and low temperature – occurring each forecasted day.

Temperature is a main weather forecast data point for consumers and businesses that significantly impacts decisions across activities and industries, evaluated in the study. View the full report on [AccuWeather.com](http://AccuWeather.com) and [ForecastWatch](http://ForecastWatch).

“As the most accurate source of weather forecasts and warnings in the world, AccuWeather is the clear leader in keeping people safe and out of harm's way,” said Dr. Joel N. Myers, Founder, President, and Chairman of AccuWeather. “Most important are the lives we have saved worldwide through our Superior Accuracy. By communicating the weather most effectively, focusing on impact – telling people how, why, and what they need to do in order to save lives and minimize losses – AccuWeather has saved tens of thousands of lives and tens of billions of dollars in property damage.”

AccuWeather comprehensively defines and measures weather accuracy beyond a single study or metric through a collective view and analysis of detailed local forecast metrics, severe weather forecast validations, proprietary client verification studies, and use case evaluations, quantifying what matters most – user impact.

During severe and breaking weather events, AccuWeather audits lead times, detailed weather data, and communications versus forecasted impact. Just a few recent severe verification successes include:

- Tornado Strikes Dodge City, KS (May 23, 2016) - AccuWeather alerted users ahead of other weather sources and most accurately detailed tornado warnings through clear, concise communications, keeping customers safe without an unnecessary shut down of operations.
- Central U.S. Severe Weather Outbreak (May 7-9, 2016) - A multi-day severe weather outbreak caused numerous tornadoes along with hail and wind damage from the foothills of the Rockies to the central Plains. Days in advance of other weather sources, AccuWeather provided the most accurate, actionable forecast information on the upcoming outbreak across digital platforms and client communications, keeping people informed and safe.
- Significant Flooding and Damage to Soybean Crops in Uruguay and Argentina (April 17, 2016) - AccuWeather most accurately forecasted heavy rainfall and flooding in South America days in advance of other weather sources, warning residents of its major impacts. Widespread flooding occurred, causing disruption to the soybean crop market as AccuWeather forecasted.

Businesses and government agencies turn to AccuWeather Enterprise Solutions – the commercial weather services division of AccuWeather – for Superior Accuracy. Serving over 240 of Fortune 500 companies and thousands more, AccuWeather Enterprise Solutions 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 company. As just one example, Wilson Rogers, Executive Vice President of Live Nation, the world's leading live entertainment company, stated, "We have 30 some amphitheaters, and at any time, all 30 of them could be working, so that means a lot of exposure, a lot of people. We find what AccuWeather does for us is invaluable. I can't imagine working outdoor shows without that kind of intelligence."

AccuWeather is powerful, widely recognized brand that is also promoted across television, radio, newspapers, and digital media platforms. With more than 50 years of experience, clients, partners, and users all over the world rely on the consistent, excellent service and the Superior Accuracy that AccuWeather exclusively provides.



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### **About AccuWeather, Inc. and AccuWeather.com**

Every day over 1.5 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 via AccuWeather.com, connected TVs, and Internet appliances, as well as via radio, television, newspapers and the new AccuWeather Network cable channel. Established in 1962 by Founder, President, and Chairman 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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