

The Broadway Channel is now providing “Broadway Weather” updates in conjunction with AccuWeather.com

The Broadway Channel and AccuWeather.com team up to provide special “Broadway Weather” as part of all Manhattan hotel programming.

NEW YORK (February 2, 2009) – The Broadway Channel® is pleased to announce that it is now providing instant “Broadway Weather” updating during programming with current weather conditions and forecasts provided by AccuWeather.com, The World’s Weather Authority®. Viewers of The Broadway Channel and Broadway Previews programming will notice instant weather information throughout the day and evening programming.

AccuWeather.com dynamic weather content contains information that is highly relevant to viewer needs and interests. AccuWeather.com will supply current conditions as well as 3-day forecasts to The Broadway Channel as part of the offering.

“AccuWeather.com is a wonderful addition to our Broadway Channel and is a natural fit as part of our Broadway Previews and Off Broadway programming. Now our viewers can also prepare for Theatre weather conditions as they make their theater plans and choose their attire; with always updating weather forecasts and current conditions” says Matt Hege, Vice President of The Broadway Channel.

“We’re very pleased to partner with The Broadway Channel and provide up-to-the-minute weather forecasts for the theater district,” said Scott Homan, Director of Digital Signage at AccuWeather.com. “Now you’ll know whether you’ll be *Singin’ in the Rain* or whether the sun’ll come out *Tomorrow*.”

About AccuWeather, Inc. and AccuWeather.com

AccuWeather, The World's Weather Authority®, presents accurate, localized, branded forecasts and severe weather bulletins to over 110 million Americans each day via the Internet, mobile devices and IPTV, through the airwaves, in print and on digital signage. The 113 meteorologists at AccuWeather deliver a portfolio of customized products and services to media, business, government, and institutions, and inform millions of visitors worldwide through the free AccuWeather.com website. AccuWeather also provides content onto more than 200,000 third-party Internet sites, including CNN Interactive, ABC's owned and operated stations, *The Washington Post* and *The New York Times*. Visit www.accuweather.com for more information.

About The Broadway Channel

The Broadway Channel is a full-service multimedia company that produces and distributes video and television programming for Broadway, Off-Broadway, Performing Art Centers and Regional Theatres nationwide. The Broadway Channel® produces and distributes the highly successful, Broadway Previews- “One on the aisle and a backstage pass to the best of Broadway”- via Time Warner Cable into over 35,000 Manhattan hotel rooms as part of The Broadway Channel’s digital network. The Broadway Channel as provides programming in-flight with Jet Blue Airways and as part Sprint cellular’s Sprint TV.