

www.1stweather.com and www.myforecast.co.uk are to integrate earthTV's revolutionary webTV-player into their websites. The weather sites – the consumer sites of b2b weather information specialist CustomWeather - will now have access to broadcast footage from earthTV's 70+ broadcast quality cameras that circle the globe. These cameras allows 1stweather.com and myforecast.co.uk to plug into live pictures from cities, ocean shores, mountains and lakesides from London, to Lagazuoi; Honolulu to Hamburg; Sydney to Stuttgart and from Dusseldorf to Durban. The partnership, which encompasses broadcasting, mobile and web platforms, will allow both parties to share revenue from advertising carried on the webplayer.

Munich Headquartered earthTV.com –Daughter Company of the Telcast Media Group - has long pioneered cutting edge technology with global broadcasting and web development. Florian Lormes earthTV's director of sales and marketing, deputy head of new media, says of the new contract: '1stweather.com and myforecast.co.uk are outstanding consumer web sites. They offer users unmatched guidance and up to the moment weather information on a local, regional, national and global level. We are delighted to be able to augment an already premier product with the earthTV's webTV player. Consumers will now be able to see the weather live for their holiday and business destinations - and benefit from our unique 3day forecasting models, which shows broadcast footage of what the weather will be like in 70+ iconic sites.'

Richard Reed Senior Sales Executive at CustomWeather adds" We are excited to integrate Earth TV's webTV player into our offerings and feel that our weather content is a natural fit with the quality of content and global coverage of EarthTV. Now we'll be able to offer our users the world's most comprehensive weather coverage along with live camera feeds from some of the most spectacular places on Earth."

**CustomWeather** is one of the fastest growing companies in the USA. It is the most comprehensive weather service provider today, offering the highest level of detailed coverage, accuracy and customization. CustomWeather.com products and services are intended to be fully integrated and private labeled to support the branding of our clients.

Customer service is a key element of the company, combined with a commitment to supporting the individual technology requirements of its clients.

**EarthTV** is the most successful daily LIVE programme out of Europe, reaching over 2 billion television viewers in 200 countries - available in any language and station design, delivered LIVE every hour, 24 times per day. EarthTV's spectacular 90 seconds LIVE programming airs on more than 40 TV channels around the world, including CenterTV (Russia), CWTV (China), Al Arabiya (Middle East), France2 (France), Sky Travel (UK), N24 (Germany), SBS (Australia), Bloomberg (Turkey), and NDTV (India). EarthTV content is also available on selected mobile and 3G platforms and on airport media. In January 2007, earthTV launched its new online platform www.earthTV.com . In 2009, this was augmented by its revolutionary webTV-player. EarthTV's latest camera is atop Cannes iconic Palais des Festivals on the glamorous Cote D'Azur.

### **About CustomWeather, Inc.**

CustomWeather, Inc. is a San Francisco based provider of syndicated weather content that combines the worlds of technology and weather. CustomWeather generates local weather forecasts for over 200 countries worldwide, establishing it as the industry leader for global location-based coverage at both the US and International levels. CustomWeather provides

sophisticated weather products to leading companies in a variety of industries including media, energy, travel, wireless, and the web. For more information visit [www.customweather.com](http://www.customweather.com) or check the weather at <http://www.myforecast.com>

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