The Weather Channel Teams Up With the American Cancer Society As National Partner for Society's Relay For Life

ATLANTA (May 5, 2014) – The American Cancer Society today announced that The Weather Channel® will be a national partner supporting the Society's Relay For Life community fundraising events. The morning show team from "AMHQ with Sam Champion" will be the on air talent for the partnership.

The Atlanta-based television network will raise funds for the American Cancer Society's fight against cancer and will be a national media partner for the Society's Relay events. The Weather Channel will promote Relay For Life in a campaign which includes on-air promos, online content, social media and program elements within "AMHQ." Co-hosts Sam Champion, Maria LaRosa, Mike Bettes and Anaridis Rodriguez will each team up with a cancer survivor to raise funds and encourage people to join community relay events. Viewers can follow the teams' progress through periodic updates on air and through the network's digital platforms. In addition, The Weather Channel will promote sun safety through the partnership and provide local weather information for the thousands of outdoor events which take place throughout the country.

"All of us at the American Cancer Society are delighted to have The Weather Channel as the newest national partner of our Relay For Life program," said John Seffrin, Ph.D., the Society's Chief Executive Officer. "The Weather Channel is the most credible and visible weather information source in the country, on the scene of the most dramatic weather events and providing critical information to help people stay safe. Our partnership with The Weather Channel brings a new element of excitement to Relay For Life and will support our work to create a brighter outlook for cancer patients, survivors and caregivers."

"We are proud to partner with the American Cancer Society and have everyone at The Weather Company join in the fight against cancer," said David Kenny, chairman and chief executive officer of The Weather Company. "Relay for Life events are outdoors and weather dependent, and we are looking forward to promoting the events, providing forecasts and hopefully, bringing on new participants."

Relay For Life, the American Cancer Society's signature event, is an inspiring overnight experience that unites the entire community to celebrate those who have had cancer, remember loved ones lost, and provide an opportunity to fight back against the disease. Relay takes place every year in more than 5,000 communities nationwide and in 20 foreign countries. It offers everyone a chance to participate in the fight against cancer, with teams of people taking turns walking or running around a track or path at a local school, park or fairground. Relays begin with cancer survivors taking the first lap around the track and feature a luminary ceremony after dark – inspirational candle-lit ceremonies in memory of those who have lost their battles with cancer and honoring those who have survived.

About The Weather Company

Through The Weather Channel, weather.com, Weather Underground, Intellicast.com, and third-party publishing partners, the company provides millions of people every day with the world's best weather forecasts, content and data, connecting with them through television, online, mobile and tablet screens. Through WSI and Weather Central, the company delivers superior professional weather services for the media, aviation, marine and energy sectors. The Weather Company is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks to our progress, nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more

information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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