

Press Release

**AccuWeather.com Announces Partnership with Dynasign**

***Companies team up to deliver real-time access to compelling weather content for digital signage***

STATE COLLEGE, PA – February 17, 2009 – AccuWeather.com, the World's Weather Authority<sup>®</sup>, today announced a joint partnership with Dynasign Corporation, a Silicon Valley based digital signage technology provider. This partnership provides access to AccuWeather.com real-time weather and headline news content for Dynasign end-users and value-added resellers.

In an effort to captivate audiences, advertisers have turned to digital signage, although displaying advertisements alone can cause viewers' attention to diminish. AccuWeather.com content integrates timely, relevant weather, news, sports and entertainment information, available for 2.7 million locations worldwide, into digital signage playlists to grab and hold viewer interest. Together, AccuWeather.com and Dynasign will provide a complete solution for delivering the most accurate and reliable weather data.

"Weather is relevant and dynamic information that repeatedly draws attention to screens. That is why weather consistently gains top audience ratings in all existing media," said Scott Homan, Director of Digital Signage at AccuWeather.com. "Our content coupled with Dynasign's platform will provide a delivery system that will ensure maximum value for their clients."

Dynasign is a leading digital signage content management software developer and service provider. Dynasign offers a simple, effective and powerful Digital Signage Software as a Service (SaaS) platform, **Dynasign Online™** that can be tailored to your business needs. Dynasign's open content architecture allows "out-of-box" integration with content sources from RSS feeds, XML files, databases and Web 2.0 applications.

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

AccuWeather, The World's Weather Authority<sup>®</sup>, 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 and ABC's owned and operated stations, *The Washington Post* and *The New York Times*. Visit [www.AccuWeather.com](http://www.AccuWeather.com) for more information.

**About Dynasign Corporation**

Based in Silicon Valley, California, Dynasign is a leading digital signage technology and service provider. Dynasign's enterprise class Digital Signage Online™ platform enables media network operators, businesses, organizations and system integrators to effectively deploy, manage, and grow scalable digital signage networks. A feature-rich quality product, coupled with excellent customer support, enables Dynasign to provide a superior customer experience in the growing digital signage market. For more information, please visit [www.dynasign.net](http://www.dynasign.net).