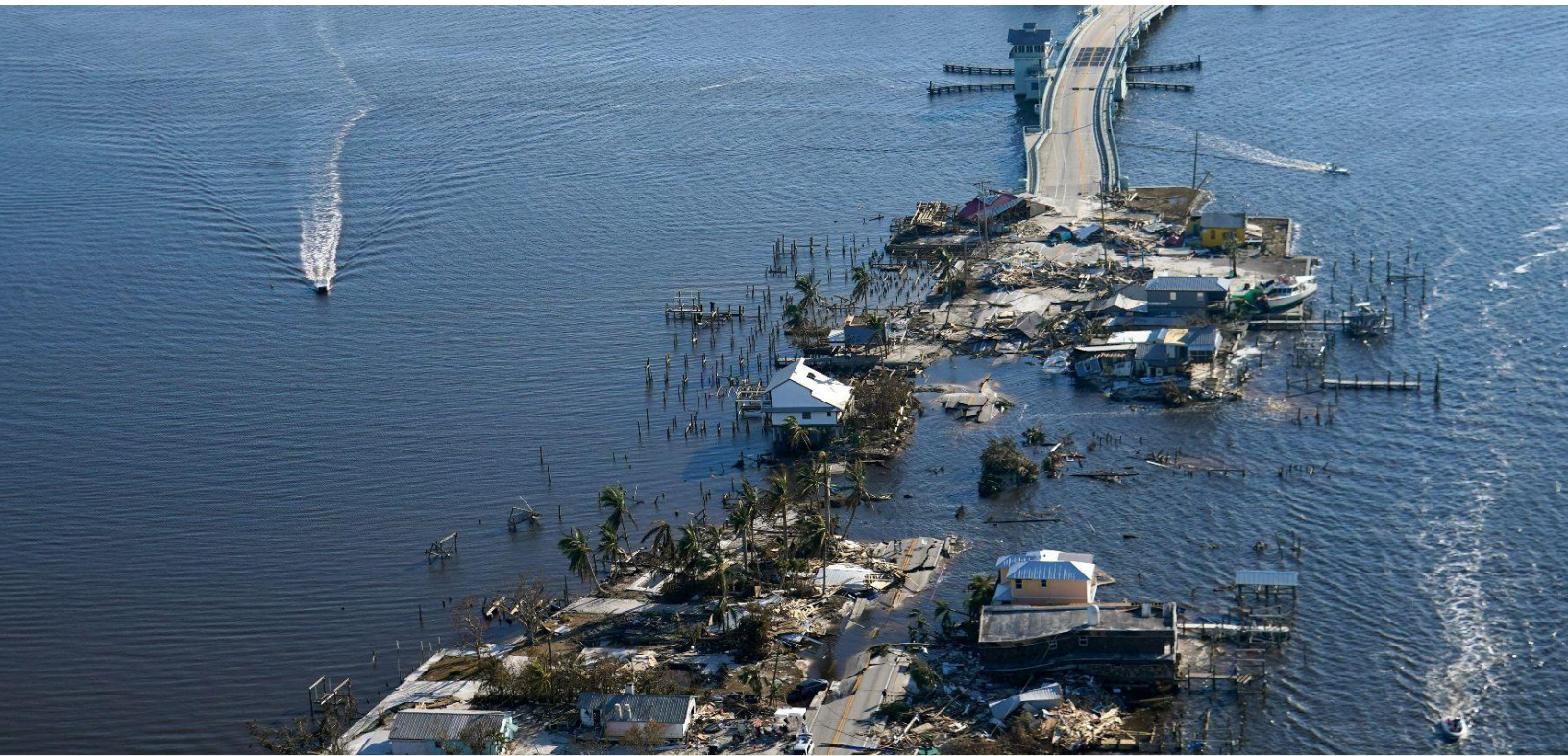


AccuWeather Issued the Most Accurate Track, Superior Forecast and Warned of Life-threatening Storm Surge First, Days Before Our Competitors



Summary

AccuWeather issued the most accurate track forecast for the storm three days before any other source, giving clients a precise timeline to be better prepared and make better decisions to protect their customers, employees, and businesses.

Key Highlights

AccuWeather was the only source to predict up to a 20-foot surge in parts of Fort Myers and surrounding areas.

AccuWeather provided a more accurate track than all other sources and competitors.

AccuWeather has the best hurricane forecasters in the world available to speak with when making a critical weather-impacted decision

AccuWeather warned first, with superior forecasts providing precise information to clients to protect their businesses and save lives

AccuWeather warned earlier and with greater accuracy ahead of Hurricane Ian's devastating impacts on clients and the public via AccuWeather.com, AccuWeather apps, the AccuWeather Network, and the media.

- AccuWeather meteorologists provided better, more advanced notice and greater decision-making value by issuing Ian forecasts a full three days earlier than any other source.
- AccuWeather forecasters provided a more accurate track and intensity forecast than the National Hurricane Center. AccuWeather provided 13% greater accuracy on Ian's intensity while delivering an average of 2 miles greater accuracy on storm track.
- AccuWeather's 100 meteorologists and hurricane experts were on call 24/7 to provide tailored and site-specific consultations on the storm and its impacts. AccuWeather offers one-on-one consultation by our weather experts, and our services supplement what you get from the National Hurricane Center.

"As the hurricane drew closer, I used AccuWeather as my single source for the changing conditions of the storm.... Using your Hurricane Tracker, I determined a point at which evacuation was critical to survival.... Using AccuWeather tracking, we avoided fleeing east too early. Had we done that, we would have been stranded right in the hurricane's path with no options. I bought a year's subscription to AccuWeather, and it is now part of my hurricane survival kit."

—AccuWeather app user in Florida



AccuWeather is the most trusted source of hurricane forecasts to help customers make the right decisions sooner and faster, helping to keep people safer, saving them money, eliminating their angst and stress, and reducing risk and liability.