



## NEWS RELEASE

### THE WEATHER NETWORK/MÉTÉOMÉDIA LAUNCH LIGHTNING ARCHIVE SERVICES

**Oakville, Ontario, August 18th, 2010** – The Weather Network launched an archive of lightning strike data today. The Canadian owned and operated service is an extension of the Pelmorex Lightning Detection Network (PLDN) and will provide organizations across Canada the ability to validate historical lightning strikes with pinpoint accuracy. Organizations can now authenticate lightning strikes as the possible cause of forest fires, power outages or damage to assets.

The PLDN has been operational since 2007 and now consists of 71 sensors located across Canada and the Northern United States. The PLDN state-of-the-art Precision Lightning Sensor (PLS) technology utilizes GPS timing precision to accurately pinpoint the location of lightning strikes across Canada.

Below are some statistics on the agricultural and property damage caused by lightning in Canada:

- Approximately 2.7 million lightning flashes occur each year and cause over 4,000 forest fires annually, along with numerous power outages. (Source: Environment Canada)
- Aggregated annual lightning-related damage and disruption costs range from \$600 million to \$1 billion. Forestry and electricity damages accounted for over 85% of that total. (Source: Mills et al. 2009)
- Lightning is responsible for more than \$5 billion in total insurance industry losses annually. (Source: Hartford Insurance Co.)
- Fires caused by lightning represent 45% of all forest fires and represent 81% of total area burned, the average fire suppression costs are \$500 million to \$1 billion annually. (Source: Natural Resources Canada)

“The expansion of the PLDN to include archive data is a valuable addition to our services for existing energy and forestry management customers,” said Bruce Caven, Vice President of Commercial Services at Pelmorex Media, parent company of The Weather Network & MétéoMédia. “And it will be just as beneficial to new clients in such fields as insurance and fire investigation. The archive launch clearly reinforces our commitment to providing best in class weather-related services for industry across Canada.”

The Weather Network’s Commercial Services provides complete weather solutions for a variety of industries including Transportation, Energy, Natural Resources (Forestry/Water), Public Safety and Special Events.

To learn more about Pelmorex Commercial Services please visit [twncs.com](http://twncs.com).

## **About The Weather Network and MétéoMédia**

The Weather Network and its French counterpart, MétéoMédia, are among the most popular media brands in Canada. They are the undisputed leader of weather information services in Canada across all mediums including cable, satellite, online, mobile and newspapers. The specialty television networks are among the most widely distributed and frequently consulted television networks in Canada. The websites, [theweathernetwork.com](http://theweathernetwork.com) and [meteomedia.com](http://meteomedia.com), are among Canada's leading web services. All mobile carriers now distribute The Weather Network and MétéoMédia on their services. As the leading source of weather services in the commercial market, energy companies, municipalities, road services and numerous other commercial clients have their weather information needs met by The Weather Network and MétéoMédia. The growth of The Weather Network and MétéoMédia can be attributed to the continued focus and commitment put into providing the very best weather information to Canadians whose activities are dependent on weather.

-30-

### **For more information about The Weather Network:**

Deanna Langton

The Weather Network

905.829.1159, ext. 1358, [dlangton@pelmorex.com](mailto:dlangton@pelmorex.com)