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PLAY BALL!

THE WEATHER CHANNEL INTERACTIVE SELECTED AS OFFICIAL WEATHER PROVIDER FOR MLB.COM

MLB Advanced Media Network of Sites to Feature Weather Information from weather.com

/24-7PressRelease/ - ATLANTA, GA, May 14, 2008 - As baseball fever starts to sweep the nation, fans will now have instant access to real time weather data and forecasts from weather.com when they visit MLB.com and MLB.com's mobile website. Today, MLB Advanced Media, LP (MLBAM), the interactive media and Internet company of Major League Baseball, and The Weather Channel Interactive (TWCI) announced the selection of TWCI as its official weather provider.

Visitors to MLB.com, all 30 team sites and the MLB.com mobile Web site will now see game day weather forecasts to prepare them for gameday weather. Weather will be integrated into game previews, MLB.com's Gameday application and a pair of free MLB.com fantasy baseball games, Beat the Streak and MLB Open. TWCI will also power the TeamTXT weather service, enabling fans to get text message, game-time forecasts for their favorite team. This simple service enables users to text a team name and weather (i.e. Mets Weather) to get an instant game day forecast sent to their mobile device.

Along with the MLB.com sites, baseball scores and information will be integrated into several TWCI properties. This includes team skins on the newest version of The Weather Channel Desktop and scores and schedules on weather.com. weather.com visitors will also have access to a weather information for each stadium; current conditions during live games; daily forecasts when no game is in progress, as well as links to MLB team information, including team sites, breaking news, schedules, official merchandise and tickets.

About The Weather Channel Interactive

The Weather Channel Interactive is the leading provider of broadband and wireless weather products including weather.com, Desktop Weather by The Weather Channel, and The Weather Channel Mobile. weather.com, the Web site of The Weather Channel, is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 98,000 locations worldwide. The Weather Channel reaches more than 35 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. The Weather Channel Interactive also provides consumers with unique and customizable products such as Desktop Weather and a full lineup of mobile services including downloads, messaging, mobile Web, and mobile video. Other TWCI sites include forGetaway.com, a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate change, and a series of international sites, including www.weather.co.uk, www.meteo123.com, www.wetter123.com, www.canaldotempo.com and www.weather.com/espanol

For more information on The Weather Channel Companies, including press releases, images, executive information and backgrounders please visit www.weather.com/press.