

Clear skies ahead as Fairfax Digital acquires The Weather Company

25 June 2008 – Fairfax Digital has acquired The Weather Company and with it Australia's most popular commercial weather site* *weatherzone.com.au*.

Fairfax Digital has taken a 75 per cent stake in The Weather Company, whose founder, Mark Hardy, holds the remaining share, and is being retained in the role of Managing Director.

The acquisition further enhances Fairfax Digital's position as Australia's leading provider of news and weather online.

The Weather Company provides weather content to organisations in the energy, insurance, telecommunications, retail, rural/ agricultural and media sectors, with clients including *Network Ten, ABC, Elders, Ninemsn* and *AGL*. Using data from a range of providers including the Australian Bureau of Meteorology, the company produces bespoke forecasting services for larger clients and repackages weather and related content into simple feeds for smaller clients.

In addition to providing free content, The Weather Company's *weatherzone.com.au* site provides detailed information to thousands of subscribers in the agriculture and marine professions, as well as outdoor enthusiasts.

Fairfax Digital CEO Jack Matthews comments, "Fairfax Digital is all about breaking news, and providing current weather information is the ultimate in breaking news."

“Fairfax Digital’s news sites and leading agricultural site *farmonline.com.au* currently provide weather forecasts from *weatherzone.com.au* and will continue to, as we constantly look to augment the service we provide our viewers and in particular, to rural and regional audiences. *Weatherzone.com.au* also provides services to a number of other companies throughout Australia and we would expect that to continue.”

“This acquisition confirms our position as Australia’s most comprehensive news and weather information source,” he finishes.

The Weather Company Managing Director Mark Hardy says, “The Weather Company has developed ground breaking long range weather forecasting to suit agricultural, energy, retail and construction industries. Fairfax Digital is the ideal partner to take these services into new sectors.”

He continues, “Fairfax Digital’s experience and deep resources will allow us to further invest in our meteorological services and continue to deliver excellence in the presentation of credible weather content across a broad range of clients and industries.”

The Weather Company was founded in 1998 with the goal of providing services to improve the presentation of weather in the Australian media. Full commercial details of the acquisition have not been disclosed.

- ends -

* Nielsen Market Intelligence

About Fairfax Digital

Part of Fairfax Media Limited, one of the world's most respected media organisations, Fairfax Digital is a network of 30+ websites that reaches over eight million Australians per month. Its Media Division, which includes the leading news sites SMH, TheAge and BrisbaneTimes, provides incisive and up to date news, finance, business, IT, sport and entertainment content.

Its Classifieds Division holds strong positions in online employment, motoring and property categories, with brands including Domain, Drive, MyCareer, BigChair, CommercialRealEstate and Country Cars. Its Transactions Division consists of a portfolio of sites that lead in their niche categories including RSVP, Stayz, InvestSMART and EssentialBaby.

www.fairfax.com.au

About The Weather Company

The Weather Company is Australia's largest supplier of value added meteorological services. Most of Australia's major television broadcasters and internet sites obtain their weather services from The Weather Company.

The Weather Company provides short and long range forecasts to some of the country's largest energy generators, insurers, retailers, miners and construction businesses.

Weatherzone is Australia's most popular commercial weather site with some of the strongest levels of engagement and loyalty figures in the industry.

www.theweather.com.au

www.weatherzone.com.au

For further information, please contact:

Susan Cresswell

02 9963 7721

0415 742 449

susan.cresswell@redagency.com.au