

**EDITOR'S NOTE:** Hallmark Channel has breaking news, go to [www.crownmediapress.com](http://www.crownmediapress.com) for more images and more information.

**TWITTER:** @HallmarkChannel, #KittenBowl

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**HALLMARK CHANNEL ANNOUNCES THE CREATION OF THE FIRST-EVER**  
**'FELINE FOOTBALL LEAGUE'**  
**FEATURING THE WORLD'S MOST ADORABLE AND ADOPTABLE KITTENS**  
**COMPETING TO PLAY IN HISTORY'S BIGGEST FELINE SHOWDOWN**  
**'KITTEN BOWL II'**

Hallmark Channel proudly announces the inauguration of the first-ever Feline Football League (FFL), featuring the world's most adorable, playful and adoptable kittens. The kittens will participate in season games for the chance to claw their way to the end zone in the 2<sup>nd</sup> annual classic, "Kitten Bowl II," premiering Su-purr Bowl Sunday 2015. Beginning this November, an FFL Scouting Combine will search for the most competitive, adorable and adoptable feline players before holding an exciting kitten draft. Once the draft has been announced, kittens will be placed into teams of their own colors, logos and mascots where viewers can follow regular season game highlights across Hallmark Channel's digital and social networks — all leading up to the broadcast of the championship of feline football, "Kitten Bowl II."

"Building upon the huge ratings success of 'Kitten Bowl I,' we are positioned to make the 2015 game even more successful by creating and inaugurating an official Feline Football League, which will generate momentum for the highly anticipated and celebrated bowl game," said Bill Abbott, President & CEO, Crown Media Family Networks. "The newly inducted league makes it possible for Crown Media to build a world-class programming and merchandising franchise around KITTEN BOWL while still shining a spotlight on the incredibly beautiful and talented pets available for adoption."

The FFL brings adorable—and adoptable!—kittens together with celebrities and personalities from all facets of the entertainment world as the kittens compete on obstacle courses filled with

lures such as yarn balls, lasers and toys on string. "Kitten Bowl II" is part of Hallmark Channel's corporate initiative "Pet Project," a movement dedicated to celebrating pets and the incredible joy they bring to our lives. The FFL and "Kitten Bowl II" will significantly raise awareness of the plight of shelter animals across the country as Hallmark Channel once again partners with North Shore Animal League America, who will provide the feline competitors with forever loving homes once the games conclude.

"Kitten Bowl II" will be executive produced by Eyeworks USA's JD Roth, Todd A. Nelson, Adam Kaloustian and Brant Pinvidic, with Jesse Drollette serving as co-executive producer. Eyeworks USA credits include "Extreme Weight Loss" (ABC), "Bar Rescue" (Spike) and "My Cat From Hell" (Animal Planet), among others.

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming available in high definition (HD) and standard definition (SD) to a national audience of 86 million subscribers. Hallmark Channel is the nation's leading destination for quality family programming with an ambitious slate of TV movies; original scripted series, including *Cedar Cove*, *When Calls the Heart*, and *Signed, Sealed, Delivered*; specials such as *Kitten Bowl*; as well as some of television's most beloved sitcoms and series, including *The Golden Girls*, *The Waltons*, *Little House on the Prairie*, and *Frasier*. The channel is also home to Daytime Emmy-nominated lifestyle program, *Home & Family*, a daily two-hour live show shot in a fully functional house located on the Universal Studios lot. Hallmark Channel's sibling network, Hallmark Movie Channel, available in HD and SD, focuses on family-friendly movies with a mix of original films, classic theatrical releases, and presentations from the acclaimed Hallmark Hall of Fame library.

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