

FOR IMMEDIATE RELEASE

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CROWN MEDIA FAMILY NETWORKS CONTINUES ITS WINNING STREAK AS BOTH NETWORKS DELIVER THEIR MOST WATCHED WEEK EVER IN PRIMETIME

Hallmark Channel's *Countdown to Christmas* Premieres of *Debbie Macomber's Mr. Miracle* and *Christmas at Cartwright's* score a 3.0 HH rating and a 3.6 HH rating, respectively

Hallmark Movies & Mysteries' *Most Wonderful Movies of Christmas* premiere of *The Christmas Secret* becomes the most-watched original movie among W25-54 and A25-54 in network history

Crown Media Family Networks soars to the top as the most recent original holiday premieres on Hallmark Channel and Hallmark Movies & Mysteries boosted *both* networks to deliver their most-watched weeks ever in primetime among households. Hallmark Channel's *Countdown to Christmas* continues to flex its holiday muscle with the premieres of *Debbie Macomber's Mr. Miracle* and *Christmas at Cartwright's* boosting the network to rate #1 among W25-54 for the 5th consecutive week. In addition, *Countdown to Christmas* programming brought the network to place #1 on both Saturday, December 6th and on Sunday, December 7th among HH rating. Moreover, the Hallmark Channel original debuts of *Christmas at Cartwright's* and *Debbie Macomber's Mr. Miracle* claimed the #1 and #2 movies of the week, respectively.

Hallmark Channel's Saturday, December 6th premiere of *Debbie Macomber's Mr. Miracle* averaged a 3.0 HH rating, becoming the #1 HH rated program of the day, as well as the top rated movie of the day among W25-54. The premiere also delivered 3.4 million total viewers and reached 5.3 million unduplicated viewers. In its 8-10pm time period, the film rated #1 among HHs (3.0 rtg.), W25-54 (1.4 rtg.), and total viewers (1.6 rtg.). The film placed #1 among HH (2,578,000), W25-54 (586,000), and total viewer (3,361,000) delivery.

The Sunday, December 7th premiere of *Christmas at Cartwright's* averaged a hefty 3.6 HH rating, becoming the #2 rated program of the day as well as the top rated movie of the day among HHs and W25-54. The film garnered 4.1 million total viewers and reached a colossal 6.2 million unduplicated viewers. In its December 6th 8-10pm time period, the film rated #1 among HHs (3.6 rtg.) and #2 among total viewers (1.9 rtg.).

Hallmark Channel's sister network, Hallmark Movies & Mysteries, also rung in holiday cheer with the Sunday, December 7th premiere of *The Christmas Secret* becoming the network's most watched original movie of all time among W25-54 and A25-54 and its second most watched original movie among HHs and total viewers. The film earned a 1.3 HH rating and averaged 931,000 total viewers.

To top it off, the premiere also reached 1.5 million unduplicated viewers to draw the largest unduplicated audience of any Hallmark Movies & Mysteries original movie in history.

In *Debbie Macomber's Mr. Miracle*, heavenly angel Harry Mills is sent to Earth on a trial assignment to intervene in the life of a woman who needs help getting her life on track after the death of her father. With a deadline of Christmas day, he attempts to help her heal in order to embrace a new future, and an unexpected love, just in time to celebrate the miracle of the holiday season.

In *Christmas at Cartwright's*, a likable, relatable single mom, who unfortunately is down on her luck and desperate to find a job during the holiday season. Through a series of odd misunderstandings she gets a job as a department store Santa masquerading as a man. Unbeknownst to her, she is aided in this charade by an angel and many complications ensue, including meeting the love of her life.

In *The Christmas Secret*, a struggling single mom's life is falling apart. She has lost her job, has been evicted from her home and is being taken to court by her ex-husband for custody of their children. If she can recover a lost family heirloom – a magical star-shaped locket – she just might be able to mend her life and find love and good fortune in time for Christmas. *The Christmas Secret* is based on Donna VanLiere's bestselling novel of the same name.

Source: The Nielsen Company, December 1 – December 7, 2014

ABOUT HALLMARK CHANNEL

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 family entertainment available in high definition (HD) and standard definition (SD) to a national audience of 85 million subscribers. Hallmark Channel is the nation's leading destination for quality family programming featuring an ambitious slate of original content, including movies; scripted series, such as *Cedar Cove* and *When Calls the Heart*; annual specials like *Hero Dog Awards* and *Kitten Bowl*; and a daily 2-hour lifestyle show, *Home & Family*. Hallmark Channel is also home to annual holiday franchise, *Countdown to Christmas*, featuring a lineup of 24/7 holiday programming, including *The 12 New Movies of Christmas*. Rounding out the networks' lineup are television's most beloved sitcoms and series, including *The Golden Girls*, *The Middle*, *Little House on the Prairie*, and *Frasier*. Hallmark Channel's sibling network, Hallmark Movies & Mysteries, available in HD and SD, features a unique mix of content including original movies and acquired series that are dramatic in tone and focus on the lighter side of the mystery genre, as well as classic presentations from the acclaimed Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#) (Join the conversation at #HeartofTV), [Pinterest](#), [tvtag](#), [YouTube](#)

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ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit of Crown Media Holdings, Inc. housing cable's leading family friendly networks, Hallmark Channel and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 85 million subscribers and Hallmark Movies & Mysteries in 56 million homes in the United States. Hallmark Channel features an ambitious slate of original content, including movies; scripted series, such as *Cedar Cove*, *When Calls the Heart*, and *Good Witch*; annual specials like *Hero Dog Awards* and *Kitten Bowl*; world premieres of Hallmark Hall of Fame presentations, and a daily 2-hour lifestyle show, *Home & Family*. Hallmark Channel is also home to annual holiday franchise, *Countdown to Christmas*, featuring a lineup of 24/7 holiday programming, including *The 12 New Movies of Christmas*. Rounding out the networks' lineup are television's most beloved sitcoms and series, including *The Golden Girls*, *The Middle*, *Little House on the Prairie*, and *Frasier*. Hallmark Movies & Mysteries, recently rebranded from Hallmark Movie Channel, is a 24-hour digital cable network featuring a unique mix of original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, the *Most Wonderful Movies of Christmas*, as well as presentations from the award-winning Hallmark Hall of Fame library.

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