

FOR IMMEDIATE RELEASE

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**CROWN MEDIA FAMILY NETWORKS ANNOUNCES SIGNIFICANT DISTRIBUTION
GAINS FOR HALLMARK MOVIES & MYSTERIES**

Network is Currently in 63 Million Homes, According to Nielsen's September U.E.

Crown Media Family Networks announced that Hallmark Movies & Mysteries, one of the fastest growing networks on cable, noted an impressive spike in Nielsen's September Universe Estimate.

In the midst of unprecedented ratings growth and on the heels of the recent launch on AT&T U-verse TV, as well as launches and positive repositions on Bright House Networks and with numerous NCTC members, Hallmark Movies & Mysteries' current universe estimate stands at 62,509,000 homes, representing an increase of 6,506,000 homes (+11.62%) since last month's estimate of 56,003,000. As a result, the network noted the largest month-to-month percentage increase and the 2nd largest monthly subscriber increase.

In 2nd quarter 2015, Hallmark Movies & Mysteries registered 89% growth among W25-54 in total day delivery over the same period last year. The network also ranked as the 11th highest-rated cable network in total day among households. Between now and the end of the year, Hallmark Movies & Mysteries will premiere 8 new original movies, 4 of which will debut as a part of the network's annual *Most Wonderful Movies of Christmas* franchise.

"Hallmark Movies & Mysteries continues to be one of the most in-demand cable networks among affiliates," said Bill Abbott, President and CEO, Crown Media Family Networks. "As we work alongside our valued distribution partners, we anticipate continuous subscriber growth and look forward to providing the channel's unique brand of family-friendly entertainment to millions of homes across the country."

Source: Nielsen (3/30/15-6/28/15 vs. 3/31/14 – 6/29/14) Live+SD data; Nielsen People Meter Sample September 2015, August 2015.

ABOUT HALLMARK MOVIES & MYSTERIES

Recently rebranded from Hallmark Movie Channel, Hallmark Movies & Mysteries is a 24-hour digital cable network featuring a unique mix of content, including all new original movies that are dramatic, cinematic and thought-provoking; new original mystery movies that focus on the lighter side of the suspense genre, as well as classic acquired series such as *Murder She Wrote*, *Matlock*, and *Perry Mason*. The network is also home to annual holiday programming franchise, the *Most Wonderful Movies of Christmas*, as well as presentations from the award-winning Hallmark Hall of Fame library. One of television's leading destinations for compelling family-friendly entertainment, Hallmark Movies &

Mysteries can be seen in 63 million homes in SD (Standard Definition) and HD (High Definition) and remains one of the fastest-growing networks in cable. Along with sister network, Hallmark Channel, Hallmark Movies & Mysteries is the second linear channel from Crown Media Holdings, Inc.

**For more information, please visit www.crownmediapress.com
Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)**

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