

## **FOR IMMEDIATE RELEASE**

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### **HALLMARK CHANNEL'S KITTEN BOWL III REACHES 4.4 MILLION UNDUPLICATED VIEWERS AND IS #2 ON TWITTER FOR THE DAY**

Hallmark Channel's annual gridiron tradition, *Kitten Bowl*, scratched out a big victory on Super Bowl Sunday, reaching 4.4 million unduplicated viewers. In addition, the show was the #2 Tweeted program of the day with 2.2 million uniques – the highest ever for any Hallmark Channel program – in addition to capturing 2.3 million uniques on Facebook.

Part of Hallmark Channel's Pet Project, the network's on- and off-air animal advocacy campaign, *Kitten Bowl III* resulted in all 100 feline players getting adopted through North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation. In addition, North Shore Animal League America and over 35 of their shelter partners hosted screening parties and adoption drives nationwide helping to find loving homes for scores of other kitties and shelter pets across the country.

The three-hour special was hosted by **Beth Stern**, TV personality and national spokesperson for North Shore Animal League America. *Kitten Bowl III* also featured a star-studded lineup that included legendary New York Yankees radio voice **John Sterling** and award-winning reporter and sports analyst **Mary Carillo** as "Kitten Bowl's" official play-by-play announcers. Special guest appearances include Feline Football League commissioner **Boomer Esiason**, **Brad Garrett** (*Everybody Loves Raymond*), **Kevin Nealon** (*SNL*), **Harry Lennox** (*The Blacklist*), **Amy Carlson** (*Blue Bloods*), **Wendy McLendon-Covey** (*The Goldbergs*), and comedian **Chuck Nice** as this year's referee.

*Kitten Bowl III* was executive produced by 3 Ball Entertainment's Todd A. Nelson, JD Roth, Brant Pinvidic, and DJ Nurre, with Kathy Sutulaserving as co-executive producer. 3 Ball Entertainment's credits include *Extreme Weight Loss* (ABC), *Bar Rescue* (Spike) and *My Cat from Hell* (Animal Planet), among others.

Source: Nielsen NPower (2/7/16) Live+SD unduplicated reach; Nielsen SocialGuide Twitter TV Ratings (2/7/16); Facebook Insights, Unique User Reach (2/7/16)

## **ABOUT HALLMARK CHANNEL**

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes. The country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature original movies, the network features an ambitious lineup of other original content, including scripted primetime series, such as *Good Witch* and *When Calls the Heart*; annual specials like *Kitten Bowl* and *Hero Dog Awards* and; a daily 2-hour lifestyle show, *Home & Family*. Additionally, in November 2014, Hallmark Channel became the exclusive at-home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers such annual holiday programming events as *Countdown to Christmas* and *Countdown to*

***Valentine's Day.*** Rounding out the network's diverse slate are television's most beloved sitcoms and series, including *The Golden Girls*, *The Middle*, *Little House on the Prairie*, and *Frasier*.

Crown Media Holdings, Inc. (NASDAQ: CRWN), owns and operates Crown Media Family Networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

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