

## **FOR IMMEDIATE RELEASE**

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### **WHEN CALLS THE HEART GARNERS A 2.0 HH RATING AND 2.3 MILLION TOTAL VIEWERS ON A LIVE+3 BASIS**

#### **The Series' 4<sup>th</sup> Episode Becomes the Most Social Program in Network History**

Hallmark Channel's original primetime series, *When Calls the Heart*, continues to draw viewers with the newest episode averaging a 2.0 HH rating and 2.3 million total viewers on a Live+3 basis. In its 9pm time period, the Sunday, March 6<sup>th</sup> premiere ranked Hallmark Channel as the 2<sup>nd</sup> highest-rated and the 2<sup>nd</sup> most-watched network among households, excluding news programming.

The series struck a chord on social media as well, with last weekend's debut unseating the third episode of this season's *When Calls the Heart* as the most social program in network history, garnering the highest Tweets of any series, movie, or special premiere. Additionally, the premiere was the 2<sup>nd</sup> most-Tweeted series airing a new episode during Sunday Total Day across broadcast and cable television.

The third season of *When Calls the Heart* continues on Sunday nights with a brand-new episode premiering March 13 at 9 pm ET/PT, 8C. In the episode, "A Gentle Heart", Jack (**Daniel Lissing**) and Faith's (**Andrea Brooks**) friendship begins to complicate his romance with Elizabeth (**Erin Krakow**), and Abigail (**Lori Loughlin**) pitches in to help a struggling community.

Source: Nielsen, February 29-March 6; Nielsen SocialGuide Twitter TV Ratings, 3/6/16.

#### **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 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)

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

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