

## **FOR IMMEDIATE RELEASE**

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### **THE HALLMARK CHANNEL ORIGINAL MOVIE PREMIERE, *ALL YOURS*, RANKED AS TOP HH-RATED CABLE PROGRAM ON SATURDAY, EXCLUDING SPORTS**

#### **Movie Averages a 2.0 HH Rating and 2.2 Million Total Viewers**

Boosted by its most recent original movie debut, *All Yours*, starring **Nicollette Sheridan**, Hallmark Channel ranked as the #1 HH-rated cable network in primetime on Saturday, April 2<sup>nd</sup>, excluding March Madness. The premiere averaged a 2.0 HH rating becoming the highest-rated non-sports program of the day. Averaging 2.2 million viewers, the movie also boosted Hallmark Channel to be the most watched cable network in the 9pm-11p time period, barring sports. The film scored on social as well, becoming the most Tweeted original movie premiere of the weekend in Total Day across Broadcast and Cable.

In *All Yours*, when Cass, a single mother and high powered attorney, hires Matt (**Dan Payne**), a family friend, as a nanny out of desperation, she realizes she's missing something in life and needs to take a chance on love.

Source: Nielsen, Monday, March 28<sup>th</sup>-April 3<sup>rd</sup>, 2016; Nielsen SocialGuide Twitter TV Ratings, 3/28-4/03/16.

#### **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 89 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)

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