

FOR IMMEDIATE RELEASE

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HALLMARK'S CHANNEL'S ORIGINAL PRIMETIME SERIES, *GOOD WITCH*,

KICKS OFF TO A GREAT START IN SOPHMORE SEASON

Season 2 Premiere Delivers a 2.4 hh rtg. and Averages 2.7 Million Total Viewers to Become the Series' Most Watched 1-Hour Episode Ever

Hot on the heels of the successful Season 3 denouement of *When Calls the Heart*, another of Hallmark Channel's original programs, *Good Witch*, worked its magic over the weekend with the bow of its second season. Further reinforcing Sunday nights as the network's destination for primetime scripted series, the Season 2 premiere of *Good Witch* garnered a 2.4 HH rtg. and reached 2.7 million total viewers on a Live+3 basis, marking the most watched 1-hour episode in the show's run to-date.

In its 9-10p time period the program propelled Hallmark Channel to rank as the #3 network on cable in HH and total viewer rating, as well as #3 among HH and total viewer delivery.

Good Witch, based on Hallmark Channel's top-rated movie franchise, stars Catherine Bell, James Denton, and Bailee Madison. The program is a Whizbang Films Production. Orly Adelson, Jonathan Eskenas, Frank Siracusa, Craig Pryce and Sue Tenney are the executive producers. Bell is co-executive producer and Andrea Raffaghello is producer. ITV Studios America controls distribution rights in the world for *Good Witch* outside of North America.

Source: Nielsen, April 11-17, 2016.

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.

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