

FOR IMMEDIATE RELEASE

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HALLMARK CHANNEL WIN STREAK CONTINUES **AS STRONG PREMIERE OF ORIGINAL MOVIE 'THE WEDDING MARCH' MARKS FOURTH** **CONSECUTIVE WEEK FOR NETWORK WITH TOP HH-RATED MOVIE OF THE WEEK**

Overall Strength of Month-Long "June Weddings" Event Makes Network Top-Rated and Most-Watched Cable Network on Saturdays at 9 PM

"The Wedding March" Garnered a 2.2 HH Rating and 2.3 Million Total Viewers

Hallmark Channel's second annual "June Weddings" programming event finished strong this weekend as the Saturday, June 25, premiere of "The Wedding March" became the top HH-rated program of the day among cable networks. On social media, the debut was the #1 Tweeted movie of the week across cable and broadcast television.

Overall, the month-long celebration of love not only delivered the #1 HH-rated movie of the week for four consecutive weeks, but it also elevated Hallmark Channel to be the highest-rated and most-watched cable network in the Saturday 9 p.m. time period among HHs and Total Viewers (L+SD).

Key Nielsen Highlights (L+SD)

- Original movie averaged a 2.2 HH Rating and 2.3 Million Total Viewers
- Hallmark Channel ranked #1 among HHs and Total Viewers in the Saturday 9 p.m. time period
- Compared to network's 2015 inaugural "June Weddings" event, Hallmark Channel delivered viewership gains among HHs (+13%), W25-54 (+10%) and Total Viewers (+12%)

In *The Wedding March*, after two decades apart, college sweethearts Olivia (**Josie Bissett**) and Mick (**Jack Wagner**) are reunited when Mick is booked as the singer at Olivia's wedding to another man.

Source: Nielsen, June 20-26; Nielsen SocialGuide Twitter TV Ratings.

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*, *Last Man Standing*, *Little House on the Prairie*, and *Frasier*.

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit www.crownmediapress.com

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