

HALLMARK CHANNEL BURSTS TO STRONGEST-EVER START

FOR ANNUAL ‘COUNTDOWN TO CHRISTMAS’ PROGRAMMING EVENT

Original Movie Premiere “A Wish for Christmas” Drives Hallmark Channel to be #1 Ad-Supported Cable Network for Entire Weekend Among Women 25-54 Delivery and Household Rating

**Movie Marks Network’s Highest-Rated and Most-Watched
New, Original Movie Premiere of 2016**

**Also, Highest-Rated and Most-Watched “Countdown to Christmas” Debut Original Movie
Since Franchise’s 2009 Launch**

New York, NY, November 1 – Hallmark Channel burst to a record-breaking start for its popular “Countdown to Christmas” holiday event franchise as the new, original movie premiere of “A Wish for Christmas” (Saturday, October 29) became the highest-rated and most-watched “Countdown to Christmas” debut since the holiday franchise launched in 2009, among Households, Total Viewers, and Adults 25-54.

The network’s overall strong weekend performance catapulted Hallmark Channel to be #1 on all of ad-supported cable network for the entire weekend among Women 25-54 delivery as well as #1 among Households, Women 18-49, Women 25-54 and Total Viewer ratings.

“A Wish for Christmas” is part of the network’s top-rated seasonal franchise event “Countdown to Christmas,” which will premiere 19 all-new original movies this holiday season. Nearly 65 million viewers came to Hallmark Channel during the programming event’s 2015 eight-week run, routinely driving the network to be #1 among all broadcast and cable nets.

Key Nielsen Highlights (L+SD)

- “A Wish for Christmas” averaged a 3.0 HH rating and 3.4 million Total Viewers
- Premiere was the network’s highest-rated and most-watched original movie of 2016 among W18-49, W25-54, A18-49, A25-54 and Total Viewers
- Debut ranked as #1 non-sports program of the day among HH as well as #1 program of the day among W25-54
- “A Wish for Christmas” was #1 movie of the week among HH and W25-54 rating
- In 8-10 p.m. time period, “A Wish for Christmas” elevated Hallmark Channel to be #1 among HH, W18-49 and W25-54 ratings and delivery
- Premiere reached more than 4.5 million unduplicated viewers, marking the network’s largest unduplicated audience of 2016 for any original movie premiere
- Original movie was the week’s most social original movie premiere on Twitter across Broadcast or Cable
- Original movie Trended on Twitter during the Saturday, October 29, premiere

In “A Wish for Christmas,” Sara Shaw is the type of woman who prefers to sit on the sidelines at work, but when her big idea for a Christmas initiative is stolen, she makes a wish to Santa that she’ll finally have the courage to stand up for herself. Santa grants her wish, but only gives her 48 hours. As the clock ticks, Sara will discover how to channel the Christmas magic and speak her

mind all on her own. Stars **Lacey Chabert** and **Paul Greene**.

Source: Nielsen, October 24-31, 2016; Nielsen Social Content 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 90 million homes. As 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 new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is 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 annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls," "The Middle," "Last Man Standing," and "Frasier."

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

For more information, please visit www.crownmediapress.com

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