

## **HALLMARK CHANNEL CATAPULTS TO #1 IN PRIME TIME ON SATURDAY AND SUNDAY NIGHT**

### **Second ‘June Weddings’ Original Premiere and Most Recent Episode of Primetime Series ‘Good Witch’ Score as Top Household-Rated Programs of the Day**

**New York, June 13, 2017** – Hallmark Channel is on a winning streak with this past weekend’s original premieres elevating the network to #1 in Prime Time on Saturday and Sunday among HH ratings.

The Saturday, June 10, movie premiere of “The Perfect Bride” marks the second of four new nuptial-themed premieres this month. The third season of “Good Witch” is also in full swing, with the Sunday, June 11, debut of the primetime series’ seventh episode becoming the highest-rated and most-watched of the season among HH and all key demos.

#### **Key Nielsen Highlights (L+SD)**

- The Saturday, June 10, premiere of “The Perfect Bride” averaged a 2.0 HH rating and 2 million Total Viewers
- “The Perfect Bride” was the #1 movie of the week and the #1 program of the day among HH ratings
- In the 9-11 p.m. time period, the premiere propelled Hallmark Channel to rank #1 among HH and Total Viewer ratings and delivery, as well as #1 among W25-54 ratings
- The 7<sup>th</sup> episode premiere of “Good Witch” on Sunday, June 11, earned a 2.2 HH rating and 2.4 million Total Viewers
- Premiere ranked as the #1 HH rated program of the day, excluding sports and the #2 program of the week, excluding sports and news
- In the 9-10 p.m. time period, the 7<sup>th</sup> episode debut boosted Hallmark Channel to #1 among HH and Total Viewer ratings and delivery

In “The Perfect Bride,” fitness trainer and former marriage counselor Molly White runs Bridal Boot Camp classes that combine fitness with pre-marital counseling to brides and grooms before their big day. While struggling with marital issues from her past, Molly meets the handsome Nick Dyson, a talented photographer who seems to be having doubts about his upcoming marriage to Molly’s client, an overbearing perfectionist. While helping couples find their happiness and begin their new lives together, Molly discovers she, too, needs to learn how to forgive herself from her past so she can move forward. Stars **Pascale Hutton** and **Kavan Smith**.

In “Good Witch,” Cassie uses her unique gifts to help the people of Middleton find what they really need. Cassie’s daughter Grace is also using her powers to help those around her, and becoming a little more like her mother every day. Meanwhile, the romance between Cassie and Sam is blossoming and, as they take pleasure in learning more about each other, they are also learning how to navigate their differences. Stars **Bailee Madison**, **Catherine Bell**, and **James Denton**.

Source: Nielsen, 6/5-6/11/17.

#### **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 88 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.

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