

HALLMARK CHANNEL'S 'FALLING FOR VERMONT' DEBUTS AS HIGHEST-RATED NON-NEWS, NON-SPORTS CABLE PROGRAM OF THE WEEK

Original Movie is First of Six New Premieres in Network's Third Annual "Fall Harvest" Programming Event

New York, September 26, 2017 – Hallmark Channel launched its third annual "Fall Harvest" programming franchise on Saturday night with the original movie premiere of "Falling for Vermont" becoming the highest-rated program of the week on cable, excepting news and sports.

Additional Key Nielsen Highlights (L+SD):

- "Falling for Vermont" averaged a 2.4 HH rating 2.6 million Total Viewers
- The Saturday, September 23rd premiere marked cable's highest-rated program of the day among W25-54
- In the 9-11 p.m. time period, the original movie propelled Hallmark Channel to rank as most-watched and highest-rated among HHs, Total Viewers, and W25-54

"Falling for Vermont" is one of six new original movie premieres to debut as part of Hallmark Channel's "Fall Harvest".

In "Falling for Vermont," when a best-selling author decides to escape media frenzy, her plan goes awry when she's caught in a thunderstorm and crashes her car. Found wandering with no memory and no ID, the town doctor (and a single dad) offers up his guest house until her memory returns. But as she blends seamlessly into their family life, she must decide if the life she's been living is the life she wants. Stars **Julie Gonzalo** and **Benjamin Ayres**.

Source: Nielsen, 9/18-9/24/17.

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" and "Frasier."

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

For more information, please visit www.crownmediapress.com

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