



HALLMARK CHANNEL'S 'LOVE EVER AFTER' PROGRAMMING EVENT PROPELS NETWORK TO RANK #1 ON WEEKENDS IN FEBRUARY

**Four Consecutive Saturday Night Original Movie Premieres
Delivered the #1 Program of the Day**

New York, NY, February 26, 2020 – Hallmark Channel's "Love Ever After" programming event concluded this weekend, propelling the network to become the highest-rated entertainment cable network on weekends in February among Households and Women 18+. The four all-new "Love Ever After" original premieres delivered the #1 program of the day every Saturday in February and averaged a 2.4 Household rating, 2.3 million Total Viewers, and 300,000 Women 25-54. Further, the franchise elevated Hallmark Channel to become the second highest-rated and most-watched entertainment cable network in Total Day for the entire month among Households and Women 18+.

Nielsen Live +SD Highlights include:

- The four new "Love Ever After" original premieres averaged a 2.4 Household rating, 2.3 million Total Viewers, and 300,000 Women 25-54
- The programming event propelled Hallmark Channel to become the top-rated entertainment cable network on weekends throughout February among Households and Women 18+
- In addition, "Love Ever After" elevated the network to become the #2 entertainment cable network in Total Day in February among Households and Women 18+
- The four all-new premieres delivered the #1 program of the day every Saturday among Households, Total Viewers, and Women 18+ and reached 7.4 million unduplicated Total Viewers

Source: Nielsen, Live+SD, 1/27/20-2/23/20, excluding news & sports

For photos and more information, please visit: ["Love Ever After"](#)

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 79 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 "American Rescue Dog Show"; 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" and many other seasonal offerings. Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

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