

**FOR IMMEDIATE RELEASE:**

**March 13, 2014**

**Contact: Allison Bennett, 212-445-6692**

**allisonbennett@crowmedia.com**

**HALLMARK MOVIE CHANNEL EMBRACES THE MYSTERY IN ITS MIDST  
WITH NEW NAME, LOGO AND BRAND POSITIONING  
HALLMARK MOVIES & MYSTERIES TO LAUNCH IN FOURTH QUARTER 2014**

**Brand Repositioning Comes as Network Steps Up Investment in Original Programming,  
Including Three New Movie Franchises to Debut as Network's First-Ever Mystery Wheel**

Crown Media Family Networks announced today plans to realign Hallmark Movie Channel's brand across platforms with a new name, tagline, and logo. Beginning in fourth quarter 2014, Hallmark Movie Channel, one of the fastest growing networks in cable, will enter the next chapter in its evolution becoming Hallmark Movies & Mysteries. The brand transition comes as the network ups the stakes in the mystery genre with plans to introduce its first-ever Mystery 'Wheel' in 2015, featuring a rotation of 3 distinct movie franchises, each consisting of 3 to 4 movies following the same primary characters and playing out over the course of several months. The Hallmark Movies and Mysteries 'Mystery Wheel' will join the network's unique and compelling mix of original movies, off-network acquired series, and presentations from the award-winning Hallmark Hall of Fame library. In addition to a new name, the network rebrand will include a dynamic new look, logo, and tagline, which are scheduled to be unveiled in October.

"Movies and the lighter side of the mystery genre exemplify what Hallmark Movie Channel has always represented – great, compelling stories that keep viewers engaged and wanting more," said Crown Media Family Networks President and CEO, Bill Abbott. "Coming at time when the network features more fresh, original content than ever before, the re-imagination of the brand as Hallmark Movies & Mysteries is designed to more fully realize the network's essence, while elevating its position as one of the most unique destinations on cable for viewers and advertisers, alike."

To become a cornerstone of the Hallmark Movies & Mysteries slate, the network's first Mystery Wheel will launch in early 2015 with Garage Sale Mystery, a series of movies – a continuation of the storyline from the original Hallmark Channel movie of the same name that debuted in September 2013 – starring Lori Loughlin (When Calls the Heart, Full House). The second movie franchise in the wheel stars Dylan Neal ("Debbie Macomber's Cedar Cove") who will star in and executive produce, The Gourmet Detective, based on the series of books by Peter King. The third film series in the Mystery Wheel will be announced shortly.

Launched in 2003, Hallmark Movie Channel is currently in 53.5 million homes and rapidly

growing.

## **ABOUT HALLMARK MOVIE CHANNEL**

**Crown Media Family Networks is the umbrella unit of Crown Media Holdings, Inc., which houses Hallmark Channel and Hallmark Movie Channel. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 86 million subscribers in the U.S. and Hallmark Movie Channel in 53 million homes. Hallmark Channel is the nation's leading destination for quality family programming with an ambitious slate of original TV movies, specials such as Kitten Bowl, as well as some of television's most beloved sitcoms and series, including The Golden Girls, The Waltons, Little House on the Prairie, and Frasier. Hallmark Channel is also home to original scripted series, including Cedar Cove and When Calls the Heart, and Daytime Emmy-nominated lifestyle program, Home & Family, a daily two-hour live show shot in a fully functional house located on the Universal Studios California lot. Hallmark Movie Channel is one of America's fastest-growing cable networks and provides family-friendly movies with a mix of original films, classic theatrical releases, and presentations from the acclaimed Hallmark Hall of Fame library. In addition, Crown Media Family Networks includes the online offerings of HallmarkChannel.com and HallmarkMovieChannel.com.**

**For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)**

**Hallmark Movie Channel on Social Media: Facebook, Twitter, Pinterest**

**###**