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COUNTDOWN TO CHRISTMAS CONTINUES TO SKYROCKET,

WITH TWO LATEST ORIGINAL HOLIDAY PREMIERES

MAKING HALLMARK CHANNEL THE MOST-WATCHED CABLE NETWORK

OF THE WEEKEND AMONG WOMEN 25-54 AND #2 AMONG TOTAL VIEWERS

Saturday, November 8 Premiere of *The Nine Lives of Christmas* Averaged 3.4 million total viewers and reached 4.9 unduplicated viewers;

Sunday, November 9 debut of *A Cookie Cutter Christmas* averaged 3.2 million total viewers, drawing 4.7 Unduplicated Viewers

On the heels of last week's triumphant *Countdown to Christmas* kickoff, Hallmark Channel continues to win the hearts of viewers, with the world premieres of *The Nine Lives of Christmas* on November 8 and *A Cookie Cutter Christmas* on November 9 propelling Hallmark Channel to be the most watched cable network of the weekend among women 25-54 and #2 among total viewers.

The two debuts also elevated Hallmark Channel to become the #1-rated network on Saturday, November 8 and Sunday, November 9 among households and W25-54, as well as the top rated network of the entire week among W25-54. In addition, the week of November 3 – 9, 2014 marks the network's most watched week of the year to-date among HH and W25-54 in Total Day and Primetime.

The Saturday, November 8 world premiere of *The Nine Lives of Christmas* averaged 3.4 million total viewers, 4.9 unduplicated viewers, and a 3.1 household rating, to become the highest-rated and most-watched Hallmark Channel original movie of 2104 to-date among total viewers and households. In its Saturday 8-10pm time period, the film was the highest rated cable program among HH (3.1 rtg.), W18-49 (1.1 rtg.), W25-54 (1.6), A25-54 (1.1); and total viewers (1.6). *The Nine Lives of Christmas* also out-delivered all other cable programs in the time period among households (2,644,000); W18-49 (494,000); W25-54 (688,000); and total viewer (3,356,000) impressions.

The Sunday, November 9 premiere of *A Cookie Cutter Christmas* marked another sweet spot for the network, delivering 3.2 million total viewers and averaging a 2.9 HH rating. Topping it off, the film

became the most-watched Hallmark Channel original movie of the year among W25-54 and W18-49, and second watched among total viewers, behind only *The Nine Lives of Christmas*. Additionally, the movie reached 4.7 unduplicated viewers.

In *The Nine Lives of Christmas*, Fireman Zachary Stone (Brandon Routh) is a confirmed bachelor who doesn't believe in love or commitment. When a stray tabby cat named Ambrose shows up at his door, Zachary takes him in and slowly starts to see that a little companionship might not be so bad after all. Zachary's commitment to solitude is further challenged when he meets Marilee (Kimberley Sustad), an animal lover and veterinary student who teaches Zachary how to care for his new feline roommate. Chemistry immediately develops between the two, but will they find a way together despite themselves?

In *A Cookie Cutter Christmas*, Christie Reynolds (Erin Krakow) and Penny Miller (Miranda Frigon) have been archrivals ever since a memorable fight over a coveted Christmas recital solo in elementary school. Now adults, they work side-by-side at the same school where they still constantly compete over everything. As the holiday season approaches, the entire school is getting into the spirit with the annual fundraising festival, which will feature an exciting new event—a teacher Christmas Cookie Bake-Off, judged by a tough five-star chef, Chef Krueger (Emmy® Nominee Alan Thicke). Penny and Christie immediately clash over the contest, both wanting to beat the other to win the grand prize, a free class trip. Christie, however, is hopeless in the kitchen, despite help from her mom, Bev (Laura Soltis). She doesn't think she has a chance—until she meets James, a new student's handsome and sweet single dad. In addition to running a charitable shelter, James is also an excellent cook. As both Christie and Penny vie for James's attention in yet another aggressive battle, Christie starts to tutor his precious, kindhearted daughter Lily (Genae Charpentier) and gets to know James outside of school. As their relationship starts to deepen, and James' baking expertise guides Christie's cookie creations, Christie's competitive edge starts to soften. But at the final bake-off challenge, James is finally caught in the middle of Christie and Penny's petty feud, and Christie comes to realize life's most rewarding prizes don't come with a trophy.

Source: The Nielsen Company, November 3 – November 9, 2014

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality family entertainment available in high definition (HD) and standard definition (SD) to a national audience of 85 million subscribers. Hallmark Channel is the nation's leading destination for quality family programming featuring an ambitious slate of original content, including movies; scripted series, such as *Cedar Cove*, *When Calls the Heart*, and *Signed, Sealed, Delivered*; annual specials like *Hero Dog Awards* and *Kitten Bowl*; and a daily 2-hour lifestyle show, *Home & Family*. Hallmark Channel is also home to annual holiday franchise, *Countdown to Christmas*, featuring a lineup of 24/7 holiday programming, including *The 12 New Movies of Christmas*. Rounding out the networks' lineup are television's most beloved sitcoms

and series, including *The Golden Girls*, *The Middle*, *Little House on the Prairie*, and *Frasier*. Hallmark Channel's sibling network, Hallmark Movie Channel, available in HD and SD, focuses on family-friendly movies with a mix of original films, classic theatrical releases, and presentations from the acclaimed Hallmark Hall of Fame library.

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