

ARM & HAMMER™ CLUMP & SEAL™ CLUMPING CAT LITTER, SUBARU OF AMERICA, INC., AND PETSMA[®] TO JOIN HALLMARK CHANNEL ON THE GRIDIRON AS SPONSORS OF FOURTH ANNUAL “KITTEN BOWL”

**Network’s Signature Kitten Sporting Special Event
Premieres Sunday, February 5 on Hallmark Channel**

New York, NY – February 2, 2017 – Hallmark Channel announced today that ARM & HAMMER™ Clump & Seal™ Clumping Cat Litter, Subaru of America, Inc., and PetSmart are returning as sponsors of the network’s annual feline football faceoff, “Kitten Bowl.” “Kitten Bowl IV” premieres on **Sunday, February 5 at 12:00p ET/PT.**

“Kitten Bowl’ is the flagship of Hallmark Channel’s marquee lineup of kitten sporting events, all of which present truly unique opportunities for advertisers to reach their target audience in a fun and compelling way,” said Ed Georger, Executive Vice President, Ad Sales, Crown Media Family Networks. “Arm & Hammer Clump & Seal Clumping Cat Litter, Subaru, and PetSmart fit seamlessly in the ‘Kitten Bowl’ environment and we know the show will be a winning touchdown for their marketing efforts.”

“In our ‘Guard the Litterbox Survey,’** we found that more than 75% of cat owners are most worried about their cat litter smelling,” said Elizabeth Joe, ARM & HAMMER™ Cat Litter Brand Manager. “The big game is a time to celebrate with loved ones, cheer on your favorite team and enjoy ‘Kitten Bowl,’ not a time to worry about masking litter box odors. The unique technology of ARM & HAMMER™ Clump & Seal™ Clumping Cat Litter forms a tight seal around odor and destroys it with powerful odor eliminators and ARM & HAMMER™ Baking Soda, leaving you with an odor-free home perfect for enjoying time with your friends and family.”

“We are thrilled to be a sponsor for ‘Kitten Bowl’ again this year and excited to showcase our support for this important adoption event with the millions of pet-loving viewers that will tune in this coming Sunday,” said Eran Cohen, Chief Customer Experience Officer, PetSmart. “At PetSmart we love pets, and we know they makes us better people. As the trusted partner to pet parents across North America, we are excited to collaborate with the Hallmark Channel on ‘Kitten Bowl’ and look forward to seeing all the kittens find their forever homes and bring great joy to their future pet parents and families.”

All three sponsorships will include field signage, prominent in-show positioning, tagged tune-in spots, and mentions during the network’s two-hour daytime lifestyle program, “Home & Family.”

In addition, Arm & Hammer will have a custom integration on “Home & Family,” as well as extensive social media and digital elements including an exclusive sponsorship of the esteemed “Most Valuable Kitten” award, which will be heavily promoted via Facebook and Twitter. Other exclusive opportunities include “The Arm & Hammer Clump & Seal Cat Litter Locker Room;” the “Subaru Slow Motion Kitten Cam;” and PetSmart’s sponsorship of the announcer area, which will feature signage with its brand logo and a digital presence.

PetSmart, The Adopt Spot, is the leading brick-and-mortar resource for pet adoption across North America with more than 7.2 million pets adopted out of its stores since it began its in-store adoption program in the last ‘80s. PetSmart teams up with more than 3,000 adoption partners

who bring adoptable pets to stores to find their forever homes. For every 30 seconds a PetSmart store is open, a pet's life is saved.

*** The "Guard the Litter Box" Survey was commissioned by Church & Dwight Co., Inc., maker of ARM & HAMMER branded products, and conducted by Edelman Intelligence (formerly Berland) among a 1,001 nationally representative sample of U.S. adults, specifically cat owners ages 18+, from January 5 to January 10, 2016. The margin of error for this study is $\pm 3.1\%$ among the nationally representative sample.*

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 89 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.

For more information, please visit www.crownmediapress.com

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

###