

ORIGINAL MOVIE PREMIERES SOLIDIFY
HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES
AS #2 HOUSEHOLD-RATED NETWORKS ON SATURDAY AND SUNDAY NIGHT

Celebratory ‘June Weddings’ Programming Stunt Boosts Hallmark Channel to #3 HH-Rated Network in Saturday Prime Time

New York, June 6, 2017 – Crown Media Family Networks saw ratings success this past weekend with original movie premieres on both Hallmark Channel and Hallmark Movies & Mysteries securing the #2 HH-rated spot in the 9-11 p.m. time period on Saturday and Sunday. On Saturday, June 3, Hallmark Channel launched its annual “June Weddings” programming franchise with the debut of “Destination Wedding,” one of four new nuptial-themed premieres this month.

On Sunday, June 4, Hallmark Movies & Mysteries also debuted “Site Unseen: An Emma Fielding Mystery,” marking the first installment of its newest mystery series.

Key Nielsen Highlights (L+SD)

- “Destination Wedding” earned a 2.1 HH rating and 2.2 million Total Viewers
- Original movie was the #2 HH rated cable program of the week, excluding news and sports
- Premiere was the #1 cable program of the day, excluding sports
- In the Saturday 9-11 p.m. time period, “Destination Wedding” propelled Hallmark Channel to rank #2 among HH and Total Viewer ratings and delivery
- “Destination Wedding” boosted the network to be #3 in Saturday Prime Time among HH ratings

- “Site Unseen: An Emma Fielding Mystery” earned a 1.5 HH rating a 1.2 million Total Viewers
- In the Sunday 9-11 p.m. time period, the original movie boosted the network to be #2 among HH ratings

In “Destination Wedding,” Ellie Hamilton has been painstakingly planning her sister’s destination wedding. As guests arrive on a beach paradise, Ellie runs into her ex-boyfriend, Greg, who also happens to be the best man. With the wedding a couple days away, and Ellie unsure if her sister will show up, it falls to Ellie and Greg to save the wedding. Stars **Alexa PenaVega, Jeremy Guilbaut** and **Andrea Brooks**.

In “Site Unseen: An Emma Fielding Mystery,” brilliant, dedicated, and driven archaeologist Emma Fielding is trying to unearth evidence of a 17th century coastal Maine settlement that predates Jamestown - one of the most significant archaeological finds in years. But the dead body that accompanies it has embroiled Emma and her students in a different kind of exploration. Stars **Courtney Thorne-Smith** and **James Tupper**.

Source: Nielsen, 5/31/17-6/4/17.

ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable’s leading family friendly networks, Hallmark Channel and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and

HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 88 million subscribers and Hallmark Movies & Mysteries in 66 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as “When Calls the Heart,” and “Good Witch” and “Chesapeake Shores”; annual specials including “Hero Dog Awards” and “Kitten Bowl”; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, “Home & Family.” Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Rounding out the network’s lineup are television’s most beloved comedy and drama series, including “The Golden Girls,” “The Middle,” “Frasier,” “Last Man Standing” and “Home Improvement.” Hallmark Movies & Mysteries is a separate 24-hour, digital cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, “Most Wonderful Movies of Christmas,” as well as presentations from the multi-award-winning Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

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