

**CROWN MEDIA'S SUMMER HOLIDAY PROGRAMMING INITIATIVES ELEVATE
HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES AS TOP-RATED
NETWORKS IN WEEKEND PRIMETIME**

Newest Network Premieres Became Top Programs of the Day

New York, July 18, 2017 – Crown Media Family Networks' signature holiday programming isn't just popular in Fourth Quarter. Viewers have been flocking to Hallmark Channel and Hallmark Movies & Mysteries for their annual 24/7 Christmas in July events, each of which featured new original movies this past weekend.

Hallmark Channel's premiere of "The Christmas Cure," the centerpiece of the network's "Christmas Keepsake" event, scored a 2.1 HH rating and 2.1 million viewers, boosting the network to rank #1 among HH ratings in primetime on Saturday. Hallmark Movies & Mysteries' first original summer holiday movie premiere, "Home for Christmas Day," which aired as part of the network's "Gold Crown Christmas" stunt, averaged a 1.7 HH rating and 1.3 million Total Viewers.

Additional Key Nielsen Highlights (L+SD):

- The Saturday, July 15, premiere of "The Christmas Cure" became the #1 program of the day as well as the #1 movie of the week among HH ratings
- In the 9-11 p.m. time period, the debut elevated Hallmark Channel to #1 among HH and Total Viewer ratings and delivery
- "Home for Christmas Day" became the #1 movie of the day and the #1 non-sports program of the day among HH ratings
- In the Sunday, July 16, 9-11 p.m. time period, the original movie propelled Hallmark Movies & Mysteries to #2 among HH and Total Viewer ratings
- "Home for Christmas Day" boosted the network to #2 among HH ratings in primetime

Hallmark Channel's third annual "Keepsake Christmas" event kicked off on July 14th and culminates on July 23rd. Hallmark Movies & Mysteries' "Gold Crown Christmas" franchise launched on July 7th and concluded July 16th. Both events air in conjunction with Hallmark Cards' annual summer unveiling of their newest line of Christmas Keepsake Ornaments.

In "The Christmas Cure," an emergency room doctor returns home for Christmas after many years to find that her father has decided to retire. After reuniting with her high school sweetheart and spending an emotional Christmas with her family, she must decide if she will stay in her hometown and take over her father's practice. Stars **Brooke Nevin, Steve Byers** and **Patrick Duffy**.

In "Home for Christmas Day," when a young woman falls in love and develops a long-distance relationship with a soldier in active duty, her protective mother tries her best to steer her daughter away from heartache. Little do they know they are about to learn important lessons of the heart and that taking chances can make this Christmas one they will cherish forever. Stars **Catherine Bell** and **Victor Webster**.

Source: Nielsen, 7/10-7/16/17.

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 67 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

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

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

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