

**HALLMARK CHANNEL'S ANNUAL 'SUMMER NIGHTS' PROGRAMMING EVENT BOOSTS
NETWORK TO #1 IN
PRIME TIME**

**“Summer Nights” Franchise Registers Double-Digit Viewership Growth
Among HH, W25-54 and Total Viewers**

New York, August 8, 2017 – Hallmark Channel showcased itself as a ratings powerhouse this past weekend with the kickoff of Hallmark Channel’s annual “Summer Nights” programming franchise. The first of four new original movie premieres this month, “Love at the Shore” elevated the network to #1 in Prime Time HH ratings on Saturday night.

Additionally, compared to the same time last year, the kickoff of Hallmark Channel’s “Summer Nights” registered increases of +12% among HH, +16% among W25-54, and +14% among Total Viewer delivery.

Additional Key Nielsen Highlights (L+SD):

- “Love at the Shore” averaged a 2.1 HH rating and 2.2 million Total Viewers
- The Saturday, August 5, premiere of “Love at the Shore” 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 original movie boosted Hallmark Channel to #1 among HH and Total Viewer ratings and delivery

Hallmark Channel’s “Summer Nights” will continue with a new original movie premiere every Saturday night throughout the month of August.

In “Love at the Shore,” successful and driven single mom Jenna Thompson writes teen novels, and she has only five weeks to deliver the next one to her publisher. So, this year’s annual beach vacation with her kids Nick and Ally, will be a working vacation for Jenna. Upon arrival, the family soon meets their new next-door neighbor: a confident, devil-may-care surfer Lucas McKinnon, with whom they will be sharing walls and a patio for the next month. After Lucas finds himself bonding with Nick and Ally, Jenna begins to see a different side of Lucas, and when the two find themselves alone together one evening for dinner, each begins to see the other in a whole new – and attractive – light. Starring **Amanda Righetti, Peter Porte** and **Hallmark Channel's Happy the Dog**.

Source: Nielsen, 7/31-8/6/17.

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](#)

###