

HALLMARK MOVIES & MYSTERIES' NEWEST 'GARAGE SALE MYSTERY MONTH'
PREMIERE SCORES AS HIGHEST-RATED AND MOST-WATCHED TELECAST IN
NETWORK HISTORY

“Garage Sale Mystery: Murder by Text” Becomes #1 HH-Rated Movie of the Week

New York, August 15, 2017 – Hallmark Movies & Mysteries’ inaugural “Garage Sale Mystery Month” is in full swing with the most recent original movie “Garage Sale Mystery: Murder by Text” becoming the network’s highest-rated and most-watched telecast among HH and Total Viewers. The newest addition to the franchise also became the most-watched “Garage Sale Mystery” premiere among HH and all key demographics in network history.

Additional Key Nielsen Highlights (L+SD):

- “Garage Sale Mystery: Murder by Text” garnered a 2.0 HH rating and 1.6 million Total Viewers
- The Sunday, August 13, premiere of “Garage Sale Mystery: Murder by Text” became the #1 HH-rated movie of the week and the #2 HH-rated non-sports program of the week
- In the 9-11 p.m. time period, the original movie boosted Hallmark Movies & Mysteries to #2 among HH and Total Viewer ratings

Hallmark Movies & Mysteries’ “Garage Sale Mystery” Limited Series will continue with a brand new “Garage Sale Mystery” original movie every Sunday night in August.

In “Garage Sale Mystery: Murder by Text,” Famous country singer John Dalton's concert rehearsal is stalled when the entire crew receives a suicide note from Lita, the band’s bassist. After discovering that a Taser was used to immobilize her before her death, Jenn is skeptical that Lita’s death was actually suicide. Stars **Lori Loughlin, Sarah Strange** and **Steve Bacic**.

Source: Nielsen, 8/7-8/13/17.

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, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour 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”. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media’s collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company’s SVOD service, which offers wholly distinct content from each network and is available on iOS, Android, Roku and Amazon Fire, among other devices. Crown Media Family Networks’ digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company’s three linear networks.

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