

**CROWN MEDIA FAMILY NETWORKS' PROGRAMMING FRANCHISES PROPEL  
HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES AS MOST-WATCHED  
AND TOP-RATED NETWORKS ALL MONTH LONG**

**Hallmark Channel's "Summer Nights" Delivers the #1 Program of the Day Every Saturday  
in August**

**Hallmark Movies & Mysteries' "Garage Sale Mystery Month" Boosts Network to #1 Among  
HH Ratings**

**New York, August 29, 2017** – Crown Media Family Networks capped off a successful month with Hallmark Channel's annual "Summer Nights" programming event boosting the network to be the highest-rated and most-watched among HH and Total Viewers in the 9-11 p.m. time period all month long. Hallmark Channel delivered the #1 HH-rated program of the day for the past four consecutive Saturdays. The five original "Summer Nights" movie premieres averaged a 1.9 HH rating and nearly 2 million Total Viewers. Compared to the average of the six "Summer Nights" movie premieres last year, Hallmark Channel's Saturday "Summer Nights" premieres increased viewership by +5% among HH, +6% among W25-54 and +4% among Total Viewers.

Hallmark Movies & Mysteries' four new "Garage Sale Mystery Month" movie premieres averaged a 1.9 HH rating, ranking the network as the top-rated among HH in the Sunday 9-11 p.m. time period each week. The programming event also elevated Hallmark Movies & Mysteries to become the 3<sup>rd</sup> most-watched cable network on Sundays in the 9-11 p.m. time period among HH. Additionally, "Garage Sale Mystery Month" propelled Hallmark Movies & Mysteries to have its second most-watched month in network history among HH and Total Viewers.

**Additional Key Nielsen Highlights (L+SD):**

- "Sun, Sand & Romance" averaged a 2.0 HH rating and 2.2 million Total Viewers
- The Saturday, August 26, premiere became the #1 program of the day among HH as well as the #1 movie of the week among HH and W25-54
- In the 9-11 p.m. time period, the original movie propelled Hallmark Channel to be the highest-rated network among HH, W25-54, and Total Viewers as well as the most-watched network among HH and Total Viewers
  
- "Garage Sale Mystery: A Case of Murder" garnered a 2.0 HH rating and 1.6 million Total Viewers
- The Sunday, August 27, premiere marked the most-watched telecast in Hallmark Movies & Mysteries history
- The original movie became the #1 program of the day and the #1 movie of the week among HH
- In the 9-11 p.m. time period, "Garage Sale Mystery: A Case of Murder" boosted the network to be the highest-rated among HH and the second most-watched among Total Viewers

Throughout the month of August, Hallmark Channel's "Summer Nights" debuted a new original movie premiere every Saturday night and Hallmark Movies & Mysteries' "Garage Sale Mystery" Limited Series aired a brand new "Garage Sale Mystery" original movie every Sunday night.

For programming information on "Summer Nights," please [click here](#).

For programming information on "Garage Sale Mystery Month," please [click here](#).

Source: Nielsen, 7/31-8/27/17.

## **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 subscription streaming service, which offers wholly distinct content from the company's linear channels. 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.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

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

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

Hallmark Drama on Social Media: [Twitter](#)

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