

HALLMARK CHANNEL'S NEW ORIGINAL MOVIE PREMIERE, 'ALL OF MY HEART: INN LOVE,' DEBUTS AS HIGHEST-RATED CABLE PROGRAM OF THE WEEK

Original Movie Averaged a 2.6 HH rating and 2.8 Million Total Viewers

New York, September 26, 2017 – Hallmark Channel's third annual "Fall Harvest" program event continues to draw viewers with the Saturday, October 7 premiere of "All of My Heart: Inn Love," starring Lacey Chabert, Brennan Elliott, and Ed Asner, ranking as the highest-rated program of the week on cable, with the exception of sports and news.

Additional Key Nielsen Highlights (L+SD):

- All of My Heart: Inn Love," averaged a 2.6 HH rating and 2.8 million Total Viewers elevating Hallmark Channel to be the most-watched and highest-rated cable network in the Saturday, 9-11pm time period, excepting sports.
- Movie marked Hallmark Channel's 2nd highest-rated and most-watched original premiere of 2017 to-date among HHs, W18-49, W25-54, A25-54, and Total Viewers.
- Premiere was the 2nd most-watched program of the day among Women 25-54.

In "All of My Heart: Inn Love," Brian and Jenny are engaged and preparing for the grand opening of their bed and breakfast, Emily's Country Inn. But when a big storm hits Bucks County, all their plans end up sopping wet! With funds running low and time running out, Brian agrees to go back to Wall Street to make quick cash, while Jenny scrambles to keep the opening on track. With Brian in New York, and Jenny in Pennsylvania, however, they soon seem to lose sight of the most important thing – each other.

Source: Nielsen, 10/2-8/17

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ABOUT HALLMARK CHANNEL

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 88 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit www.crownmediapress.com

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