

LAUNCH OF 2017 'COUNTDOWN TO CHRISTMAS' PROGRAMMING EVENT CATAPULTS HALLMARK CHANNEL TO BE #1 OVER WEEKEND

Season's First Original Holiday Premiere Marked Highest-Rated Cable Program on Saturday

New York, NY, October 31, 2017 – Hallmark Channel's 2017 "Countdown to Christmas" programming event, which kicked-off Friday, is off to an auspicious start, driving the network to become the highest-rated and most-watched network on cable for the entire weekend across all key demographics, including Households, Total Viewers, W25-54, and W18-49.

Saturday night's world premiere of "Marry Me at Christmas," the first new original movie of the season,

garnered a 3.1 HH rating and was the highest rated cable program of the day and – excluding sports and news – the second highest rated of the week. In addition, the premiere elevated Hallmark Channel to be the highest-rated cable network on Saturday among HH and W25-54.

This year's "Countdown to Christmas" event will feature an unprecedented 21 new original premieres over ten weeks, with new movies every Saturday and Sunday and an extended Thanksgiving week event. The network's 2016 initiative made Hallmark Channel the highest-rated and most-watched network among W25-54 on all of cable for the entirety of Fourth Quarter.

Key Nielsen Highlights (L+SD)

"Marry Me at Christmas" world premiere:

- Averaged 3.4 million Total Viewers and 675,000 W25-54;
- Was top-rated program of the day among W25-54;
- Marks highest-rated and most-watched "Countdown to Christmas" kick-off movie in network history;
- Is Hallmark Channel's highest-rated and most-watched original premiere in 2017 to-date;
- Out-delivered the major broadcast networks, ABC, NBC, and CBS among W25-54 in the Saturday, 8-10p time period;
- Reached more than 4.9 million unduplicated viewers.

In "Marry Me at Christmas," bridal boutique owner Madeline Krug finds out she'll be working closely with the brother of the bride, movie star Johnny Blake, who happens to be Madeline's celebrity crush. Stars **Rachel Skarsten**, **Emily Tennant** and **Trevor Donovan**.

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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