

HALLMARK CHANNEL WRAPS UP *COUNTDOWN TO CHRISTMAS*, SWEEPS FOURTH QUARTER COMPETITION

Network Outshines Cable and Broadcast Nets and Registers Highest Day, Week, Month, and Quarter of All Time

New York, NY, January 8, 2018 – Driven by holiday ratings juggernaut *Countdown to Christmas*, Hallmark Channel closed out the final three months of 2017 by chalking up all-time highs including its most-watched and highest-rated day, week, month, and quarter in network history. Competitively, the network consistently out-delivered the cable universe throughout the quarter, as well as beating the broadcast networks on Saturday nights in the 8-10pm time period.

Key Nielsen Highlights for Hallmark Channel

- Highest-rated and most-watched network on cable among Women 25-54 for entire Fourth Quarter
- Most-watched general entertainment cable network (non-sports/non-news) among Total Viewers and Households in Fourth Quarter
- Most-watched network among Women 18-49 throughout *Countdown to Christmas* (October 28-December 31)
- #1 cable network for 9 consecutive weekends among HHs, Women 18-49, Women 25-54, Adults 25-54, and Total Viewers
- *Countdown to Christmas* original Saturday night movie premieres averaged 972,000 Women 25-54 and 4.8 million Total Viewer on a Live+3 basis, making Hallmark Channel the most-watched network across cable and broadcast in the 8-10pm time period
- 21 original holiday movie premieres averaged four million total viewers and 3.5 HH rating
- Fourth quarter becomes Hallmark Channel's most-watched quarter across all key demographics
- December marks network's highest-rated and most-watched month in Total Day delivery among Households, Women 25-54, Adults 25-25, and Total Viewers
- Week of November 20-26 is Hallmark Channel's highest week across key demos
- Boosted by the premiere of *Switched at Christmas*, Sunday, November 26th rang in as net's most-watched day of all time among Households, Women 25-54, Adults 18-49, and Adults 25-54
- *Countdown to Christmas* reached an unduplicated audience of 72.3 million viewers

**Source: Nielsen, September 25 – December 31, 2018

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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."

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