

Crown Media



HALLMARK CHANNEL'S 'SPRING FEVER' IS CATCHING

NEW ORIGINAL MOVIE PREMIERE, 'ROYAL MATCHMAKER,' CLOCKED IN AS TOP CABLE PROGRAM ON SATURDAY

New York, NY, March 27, 2018 – Saturday night's world premiere of Hallmark Channel's latest original movie, "Royal Matchmaker" – airing as part of the network's annual programming event, "Spring Fever" – proved infectious for viewers, becoming the most-watched and highest-rated cable program of the day, with the exception of sports and news.

Key Nielsen Highlights (L+SD)

Saturday, March 24 – "Royal Matchmaker":

- Averaged a 2.7 Household rating, 2.9 million Total Viewers, and 438,000 Women 25-54
- Highest-rated and most-watched cable movie of the day and week among Households, Women 25-54, Adults 25-54, Women 18-49 and P2+
- Was the third highest-rated cable program of the week
- Propelled Hallmark Channel to be the highest-rated cable network in Total Day and Prime Time on Saturday, excepting sports programming

Source: Nielsen, March 19-25, 2018

For photos and more information, visit the link below:

["Royal Matchmaker"](#)

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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

To visit the network website, please visit www.hallmarkchannel.com

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