



HALLMARK CHANNEL'S ORIGINAL MOVIE PREMIERE 'ALL OF MY HEART: THE WEDDING' RANKS AS HIGHEST-RATED AND MOST-WATCHED PROGRAM OF THE WEEK

Network's Second Installment of the 2018 "Fall Harvest" Programming Event Catapults Network to Become Highest-Rated and Most-Watched in Saturday Prime Time

New York, NY, October 2, 2018 – Hallmark Channel's latest original movie, "All of My Heart: The Wedding" – one of four new premieres airing as part of the network's "Fall Harvest" programming event – was a standout on cable last week. The film was the highest-rated and most-watched program of the week, excluding news and sports. A sequel to last fall's "All of My Heart: Inn Love", the premiere catapulted Hallmark Channel to rank as the highest-rated and most-watched cable network in Saturday Prime Time among Households and Women 25-54.

Key Nielsen Highlights (L+SD)

Saturday, September 29 – "All of My Heart: The Wedding"

- Averaged a 2.7 Household rating, 2.7 million Total Viewers, and 438,000 Women 25-54
- The original premiere helped boost Hallmark Channel to be the highest-rated cable network on Saturday in both Prime Time and Total Day (excluding news) among Households and Women 25-54.
- "All of My Heart: The Wedding" became the highest-rated and most-watched "Fall Harvest" original movie premiere ever among Households and reached over 3.5 million unduplicated Total Viewers

Source: Nielsen, September 24-30, 2018

For photos and more information, visit the link below:

["All of My Heart: The Wedding"](#)

Contact: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.com

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 87 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.”

For more information, please visit www.crownmediapress.com

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

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