



HALLMARK MOVIES NOW LAUNCHES ON XFINITY X1 AND CONTOUR

Comcast's Xfinity X1 and Cox's Contour Customers Can Now Access Hundreds of Hours of Original Family-Friendly Programming from Crown Media Family Networks Right on the TV

New York, New York, January 14, 2019 – Crown Media Family Networks – home of linear networks Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama – announced today that its subscription video on demand service, Hallmark Movies Now, is now available over the Internet on both Comcast's [Xfinity X1](#) and Cox's Contour platforms.

To subscribe to Hallmark Movies Now, Xfinity X1 and Contour customers can say "Hallmark Movies Now" into their voice remote or find it within the networks section of the On Demand menu. Upon subscribing, customers can enjoy a broad array of Hallmark-branded original content, including beloved original movies appropriate for viewers of all ages, such as "In My Dreams", "Just the Way You Are", and "Love on the Air", with offerings refreshed frequently.

"The appetite for our unique brand of family-friendly content is stronger than ever and partnering with Comcast and Cox allows us the opportunity to further fulfill that demand among Hallmark fans," said Erin McIlvain, executive vice president, content strategy and distribution for Crown Media Family Networks. "These launches are an exciting expansion of our partnerships already in place with both Comcast and Cox. We are confident Hallmark Movies Now will prove to be a popular addition to both providers' extensive suite

of entertainment offerings.”

Hallmark Movies Now can be added to Xfinity X1 and Contour customers’ service for \$5.99 a month.

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ABOUT HALLMARK MOVIES NOW

Hallmark Movies Now is Crown Media Family Networks’ subscription video on demand streaming service available across platforms. Launched in October 2017, the service is a distinct offering with a lineup of family friendly programming that cannot be found on the company’s linear networks, Hallmark Channel, Hallmark Movies, & Mysteries, and Hallmark Drama. Subscribers to the service have access to commercial-free Hallmark-branded original content, including fan favorites from the vast Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

To visit the website, please visit www.hmnow.com

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#), [YouTube](#)

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