

DRIVEN BY ANNUAL HOLIDAY PROGRAMMING EVENT
MOVIES & MISTLETOE, HALLMARK MOVIES NOW
SURPASSES ONE MILLION SUBSCRIBERS

**Crown Media Celebrates the Holiday Season on SVOD
and Announces New Content Coming to the Service in 2021**

NEW YORK – November 23, 2020 – It's beginning to look a lot like Christmas on Crown Media's SVOD service, **Hallmark Movies Now**. Driven by its annual holiday programming event, ***Movies & Mistletoe***, the service has surpassed the milestone of one million subscribers, the company announced today. In addition, Crown Media is sharing new and exciting content plans for the service in 2021.

Kicking off the 2020 holiday season October 23, the *Movies & Mistletoe* programming celebration features yuletide content available on demand. Each week, the platform serves up a fresh offering of seasonal movies from Crown Media's vast library of holiday programming, with over 80 fan-favorite holiday films debuting throughout the season. Since *Movies & Mistletoe* launched last month, the platform has seen burgeoning growth, earning a 128% increase in installs. To take a look at what this year's "Movies & Mistletoe" slate has to offer, please click [here](#).

"With Hallmark Channel's *Countdown to Christmas* and Hallmark Movies & Mysteries' *Miracles of Christmas* firmly established as the country's top linear providers of heartwarming holiday movies, Hallmark Movies Now has built on those traditions, becoming the go-to streaming destination for the very best in seasonal entertainment," said Chad Harris, SVP, new media & innovation, Crown Media Family Networks. "Offering a well-rounded, curated selection of signature content, *Movies & Mistletoe* is a platform where viewers can escape – anytime, anywhere – and tap into the uniquely feel-good experience that Hallmark holiday programming has been providing for over a decade."

Just as Hallmark Movies Now wraps up *Movies & Mistletoe* and turns the page to 2021, the service will launch Season Seven of Hallmark Channel's beloved original scripted series, ***When Calls the Heart***. The season's first three episodes will drop on New Year's Day, and the remaining seven will roll out weekly on Friday's throughout January and February. Viewers can tune in to celebrate the series' launch on the service the day after Christmas, with a special release of the 2019 original holiday movie *When Calls the Heart: Home for Christmas*, too. The streaming release of Season Seven will allow the show's passionate fan base a chance to catch up just in time for the all-new Season Eight, which debuts on Hallmark Channel in late February. The addition of *When Calls the Heart* is much-anticipated, as evidenced by prevalent user searches for the show since Hallmark Movies Now first launched in 2017.

Hallmark Movies Now can credit its subscriber milestone to outstanding success with the direct-to-consumer app, in addition to strong distribution partnerships with traditional platforms like AT&T, Comcast, DISH, Cox, and Frontier, as well as new platforms like Amazon, Roku, and Apple TV. Brand new to the list of partners is YouTube TV, which launched Hallmark Movies Now on Thursday as an add-on option for \$5.99 a month, following a 7-day free trial.

All year round, Hallmark Movies Now features exclusive originals, heartfelt Hollywood favorites, and movies and series from Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Hall of Fame that can't be found anywhere else. For photos and more information, please visit hmnnow.com.

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

Source: Tableau. Holiday (10/26/20 – 11/8/20) vs. Pre-Holiday (10/12/20 – 10/25/20).

ABOUT HALLMARK MOVIES NOW

Hallmark Movies Now is Crown Media Family Networks' subscription video on demand streaming service. Launched in October 2017, the service is a distinct offering with a lineup of unique, feel-good 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 nearly 1,000 hours of commercial-free Hallmark-branded original content, including fan favorites from the vast Hallmark Hall of Fame library. The service is available on iOS, Android, Roku, and Amazon Fire with the option of a monthly or annual subscription.

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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