

CROWN MEDIA FAMILY NETWORKS LAUNCHES

HALLMARK MOVIES & MORE ON XUMO

FEATURING A CURATED SAMPLING OF ORIGINAL CONTENT, PLATFORM MARKS CROWN MEDIA'S FIRST AVOD PARTNERSHIP

New York, December 7, 2020 – Crown Media Family Networks, the country's leading destination for quality family entertainment, announced today the launch of new OTT channel, Hallmark Movies & More, on XUMO, marking the company's first AVOD partnership.

A wholly distinct offering from Crown Media's linear channels and SVOD service, Hallmark Movies & More will feature a select lineup of over 120 titles from the company's extensive archive of original content dating back to 2001.

"In partnering with XUMO, we are creating yet another access point for new audiences to discover, sample, and enjoy our signature brand of feel-good programming," said Erin McIlvain, EVP, content strategy & distribution, Crown Media Family Networks. "Our foray into the AVOD space is an important step in our ongoing mission to maximize distribution of our content and attract new fans to our flagship linear channels and digital services."

"Crown Media's Hallmark brand is synonymous with tremendous quality, and will add greatly to our line-up of family-friendly providers," noted Stefan Van Engen, SVP of programming and partnerships at XUMO. "Hallmark Movies & More is bringing high caliber, flagship programming to millions of XUMO viewers who can now enjoy its library of fan favorites across our entire distribution network, which kicks off with the popular, upcoming holiday season."

Among Crown Media's marquee titles to air on the platform in November are "For Love and Honor", starring Rebecca Liddiard, James Denton, and Natalie Brown; "Once Upon a Winter's Date", headlined by Nicky Whelan, Greg Vaughan, Marina Sirtis; "Pumpkin Pie Wars", starring Eric Aragon and Julie Gonzalo.

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ABOUT XUMO

A pioneer in streaming television and media entertainment, XUMO offers over 200 digital channels of free premium programming across 12 genres, including Sports, News, Kids and Family Entertainment, Live Events, Comedy, Lifestyle, Movies, and more. The free, ad-supported service reaches 24 million unique monthly users via a multi-screen distribution network of smart TVs, mobile, web, and streaming boxes. XUMO delivers its over-the-top (OTT) video-on-demand (VOD) and LIVE linear digital channels through content partnerships with popular media providers such as ABC News Live, FOX Soul, Deal or No Deal, beIN SPORTS XTRA, FREE Kids TV, NBC News NOW, Black News Channel, America's Test Kitchen, and Antiques Roadshow UK, as well the PGA TOUR, and many others. The company is based in Irvine, CA. Learn more about XUMO at: www.xumo.tv and follow @XumoTV on Twitter.

ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also

home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

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