

**'COUNTDOWN TO CHRISTMAS' CONTINUES TO TOP CABLE RANKINGS,
MAKING HALLMARK CHANNEL #1 IN FOURTH QUARTER-TO-DATE**

**Latest Hallmark Channel Original Holiday Movie Premieres
Christmas in Evergreen: Bells are Ringing and *Christmas She Wrote*
Mark the #1 and #2 Entertainment Cable Programs of the Week**

**Hallmark Movies & Mysteries' *Time for Us to Come Home for Christmas*
Becomes the Network's #1 Most-Watched Premiere in 2020 To-Date**

NEW YORK – December 8, 2020 – *Countdown to Christmas* continues to be television's home for the holidays, making Hallmark Channel the #1 entertainment cable network in Fourth Quarter-to-date among Households, Women 18+, Women 25-54, and Total Viewers. The network is outperforming broadcast during Saturday Primetime, as well, earning the #1 spot across broadcast and ad-supported cable among Women 18+ in the time period. Hallmark Channel's December 5 premiere of ***Christmas in Evergreen: Bells are Ringing*** averaged a 2.6 Household rating, 417,000 Women 25-54, and 2.5 million Total Viewers, ranking as the #2 program of the week among Households and Women 18+, and the December 6 premiere of ***Christmas She Wrote*** averaged a 3.1 Household rating, 464,000 Women 25-54, and 3.0 million Total Viewers, ranking as the #1 program of the week among Households, Women 18+, and Total Viewers.

Hallmark Movies & Mysteries' ***Miracles of Christmas*** delivered ratings highs, as well, with ***Time for Us to Come Home for Christmas*** averaging a 2.4 Household rating, 235,000 Women 25-54, and 1.9 million Total Viewers. The December 5 premiere became the network's #1 most-watched original movie premiere in 2020 to-date among key demos and boosted Hallmark Movies & Mysteries to be the #2 Household-rated and #3-most-watched entertainment cable network of the week among Households and Women 18+.

Key Nielsen Highlights (L+SD)

Saturday, December 5 – Hallmark Channel and Hallmark Movies & Mysteries

- Hallmark Channel's ***Christmas in Evergreen: Bells are Ringing*** averaged a 2.6 Household rating, 417,000 Women 25-54, and 2.5 million Total Viewers, and ranked as the #2 entertainment program of the week among Households and Women 18+
- Hallmark Movies & Mysteries' ***Time for Us to Come Home for Christmas*** averaged a 2.4 Household rating, 235,000 Women 25-54, and 1.9 million Total Viewers, becoming the network's #1 most-watched original movie premiere in 2020 to-date among Households, Women 18-34, Women 25-54, Women 18+, Adults 18-34, Adults 25-54, and Total Viewers and propelling the entertainment network to be the #2 Household-rated #3 most-watched among Households and Women 18+ for the week

Sunday, December 6 – Hallmark Channel and Hallmark Movies & Mysteries

- Hallmark Channel's ***Christmas She Wrote*** averaged a 3.1 Household rating, 464,000 Women 25-54, and 3.0 million Total Viewers, and ranked as the #1 entertainment program of the week among Households, Women 18+, and Total Viewers
- Hallmark Movies & Mysteries' ***A Little Christmas Charm*** averaged a 1.8 Household rating, 195,000 Women 25-54, and 1.4 million Total Viewers

Overall *Countdown to Christmas* Highlights To-Date – Hallmark Channel

- The 19 *Countdown to Christmas* original holiday movie premieres to-date are averaging a 2.9 Household rating,

419,000 Women 25-54, and 2.9 million Total Viewers

- *Countdown to Christmas* has made Hallmark Channel the #1 entertainment cable network in Fourth Quarter-to-date among Households, Women 18+, Women 25-54, and Total Viewers
- In Fourth Quarter-to-date, Hallmark Channel original movie premieres make up nine out of ten of the top most-watched entertainment-based telecasts on ad-supported cable among Households, Women 18+, and Total Viewers
- 14 of the 19 original holiday movie premieres were the most-watched entertainment programs of the week among Households and Women 18+
- To-date, the annual holiday programming event has reached nearly 42 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (9/28/2020-12/6/2020). Unduplicated P2+ audience reach from 10/23/20-12/6/20, 6 min qualifier. Networks that share a feed weight averaged to total day based on duration.

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies, scripted primetime series, 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" and many other seasonal offerings. 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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