

**HALLMARK CHANNEL'S LOVE EVER AFTER PROGRAMMING EVENT BOWS,
MAKING THE NETWORK #2 MOST-WATCHED
ON ENTERTAINMENT CABLE IN YEAR-TO-DATE**

**All-New Original Movie Premiere *Beverly Hills Wedding*
Becomes the #1 Most-Watched Program of the Week**

NEW YORK – February 9, 2021 –Hallmark Channel continues its strong ratings momentum into the new year with a solid performance from its first *Love Ever After* original movie premiere of the 2021 season. The programming event, featuring all-new movies every Saturday night in February, kicked off this weekend with *Beverly Hills Wedding*, which became the #1 most-watched entertainment cable program of the week and boosted the network to become the second most-watched across entertainment cable in 2021 to-date during Total Day and Primetime among Women 18+, Total Viewers, and Households.

For additional information, please refer to the key Nielsen highlights below.

Key Nielsen Highlights (L+SD) - Hallmark Channel

- Hallmark Channel is the second most-watched entertainment cable network in 2021 to-date during Total Day and Primetime among Women 18+, Total Viewers, and Households
- Additionally, the network becomes the #1 most-watched in entertainment cable during Weekend Primetime and on Saturdays in the year-to-date among Women 18+, and Total Viewers, and Households
- The Saturday night *Beverly Hills Wedding* original movie premiere averaged 2.4 million Total Viewers and 295,000 Women 25-54
- The premiere was the **most-watched entertainment cable program of the week among Women 18+, Total Viewers, and Households**

Source: Nielsen L+SD 12/28/20-2/7/21; Excluding news and sports

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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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