

HALLMARK MOVIES & MORE LAUNCHES ON VIZIO

Signature Crown Media Content Now Available Free on VIZIO SmartCast® Televisions

New York, April 15, 2021 – Crown Media Family Networks, the country’s leading destination for quality heartwarming entertainment, announced today the launch of new FAST channel, **Hallmark Movies & More**, on **VIZIO SmartCast**, expanding the service’s reach to millions of new households.

Fans of Hallmark content now have another way to enjoy the signature brand of entertainment on VIZIO SmartCast with Hallmark Movies & More, featuring over 100 titles from Crown Media’s extensive archive of original content, dating back to 2001. Audiences can find Hallmark Movies & More on channel 114 in the free channel programming guide on VIZIO SmartCast televisions, which provide infinite options for millions of households right out of the box.

“The launch of Hallmark Movies & More on VIZIO brings more viewers a way to discover and experience a curated collection of Hallmark programming,” said Erin McIlvain, EVP, content strategy & distribution, Crown Media Family Networks. “Working with VIZIO reflects our commitment to expanding Crown Media’s presence in the streaming space, allowing new audiences to enjoy our signature brand of unique, feel-good content.”

“We’re thrilled to add the Hallmark Movies & More channel to SmartCast. Whether it’s heartfelt content year-round or fan-favorite classic movies around the holidays, we’re excited to provide access to Crown Media’s signature brand of feel-good programming to millions of SmartCast users across the country,” said Katherine Pond, Vice President of Business Development for VIZIO.”

VIZIO provides personalized experiences for the modern consumer, where viewers have on-demand, instant access to the types of entertainment they want to watch. Among Crown Media’s marquee titles to air on the platform include *Duke*, *For Better or For Worse*, *How to Train Your Husband*, *Kiss at Pine Lake*, *Like Cats & Dogs*, *Meddling Mom*, *Midway to Love*, *Mom’s Day Away*, *Stranded in Paradise* and *The Memory Book*.

ABOUT HALLMARK MOVIES & MORE

Hallmark Movies & More, a free, ad-supported streaming TV channel, offers a selection of feel-good programming featuring stories of love, relationships, and family. The platform’s programming slate delivers a select lineup of over 120 titles from Crown Media Family Networks’ extensive archive of original content. Hallmark Movies & More is a program service of Crown Media, the country’s leading destination for heartwarming entertainment, and is available on XUMO, The Roku Channel, and VIZIO SmartCast. For more information, please visit www.crownmediapress.com.

ABOUT VIZIO

Founded and headquartered in Orange County, California, VIZIO’s mission is to deliver immersive entertainment and compelling lifestyle enhancements that make our products the center of the connected home. VIZIO is driving the future of televisions through its integrated platform of cutting-edge Smart TVs and powerful SmartCast operating system. VIZIO also offers a portfolio of innovative sound bars that deliver consumers an elevated audio experience. VIZIO’s platform gives content providers more ways to distribute their content and advertisers more tools to target and dynamically serve ads to a growing audience that is increasingly transitioning away from linear TV.

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