



**CROWN MEDIA FAMILY NETWORKS TO LAUNCH HALLMARK DRAMA,
A THIRD LINEAR CABLE NETWORK, ON OCTOBER 1**

**Network Will Conjure Hallmark Hall of Fame's Long Tradition
of Heartfelt Dramatic Storytelling**

Beverly Hills, CA – July 27, 2017 – Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries and cable's leading provider of family entertainment, announced today the introduction of a third linear cable offering, Hallmark Drama, which will launch October 1. The announcement was made today as part of Crown Media Family Networks' bi-annual TV Critics Association Press Tour as the company continues to register revenue and ratings growth across both its existing networks.

Featuring a wholly distinct lineup from Hallmark Channel and Hallmark Movies & Mysteries, Hallmark Drama's programming will evoke the rich legacy and spirit of Hallmark Hall of Fame, the most award-winning and longest-running primetime series in the history of television. In addition to spotlighting movies and series from Crown Media's vast library of original dramatic content, plans are underway for new, original programming to be produced exclusively for the network.

"Crown Media represents a truly unique success story in the cable landscape as we continue to see an overwhelming demand for Hallmark-branded family entertainment – not just among viewers, but among advertisers and distributors, as well," said Bill Abbott, President & CEO, Crown Media Family Networks. "The launch of Hallmark Drama, a significant milestone in our business' evolution, allows us to further deliver on that demand and reflects our ongoing commitment to expanding our footprint within the ad-supported linear ecosystem."

"Over the past several years, we have significantly expanded the original content lineups for both our networks – and it seems the more new programming we offer, the more viewers flock to our networks," said Michelle Vicary, Executive Vice President, Programming & Network Publicity, Crown Media Family Networks. "While Hallmark Channel focuses on romantic, comedic fare and Hallmark Movies & Mysteries is rooted in the lighter side of the suspense genre, Hallmark Drama presents us an opportunity to further tap the Hallmark brand and give our audience even more of the engaging, family-friendly storytelling they have grown to expect and love."

"Distributors have long embraced Crown Media's networks because of the strength and trustworthiness of the Hallmark brand, as well as the quality and consistency of our content offerings," said Erin McIlvain, Executive Vice President, Distribution & Content Strategy, Crown Media Family Networks. "With Hallmark Drama, we are building our linear presence and establishing another value proposition for our affiliate partners and their subscribers who demand our signature, family-friendly programming."

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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 and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 88 million subscribers and Hallmark Movies & Mysteries in 67 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as "When Calls the Heart," and "Good Witch" and "Chesapeake Shores"; annual specials including "Hero Dog Awards" and "Kitten Bowl"; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, "Home & Family." Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Rounding out the network's lineup are television's most beloved comedy and drama series, including "The Golden Girls," "The Middle," "Frasier," "Last Man Standing" and "Home Improvement." Hallmark Movies & Mysteries is a separate 24-hour, digital 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, "Most Wonderful Movies of Christmas," as well as presentations from the multi-award-winning Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: Facebook, Twitter, Pinterest, YouTube

Hallmark Movies & Mysteries on Social Media: Facebook, Twitter

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