



**CROWN MEDIA FAMILY NETWORKS LAUNCHES NEW BUSINESS VENTURE,
HALLMARK PUBLISHING,
A DIGITAL PUBLISHING COMPANY THAT EXPANDS
CROWN MEDIA FAMILY NETWORKS' ACCESS TO ORIGINAL CONTENT**

Hallmark Publishing to Release First Novelizations in 2017

BEVERLY HILLS, CA – July 27, 2017 – In an effort to expand its burgeoning content ecosystem, Crown Media Family Networks will launch its first-ever publishing company, Hallmark Publishing. Hallmark Publishing will launch first as an eBook division and is currently open to submissions of original manuscripts to be published as novels. Conversely, Hallmark Publishing will also create novelizations of previously aired original movie favorites from Hallmark Channel and Hallmark Movies & Mysteries. The first novelizations will be released in 2017. The announcement was made today as part of Crown Media Family Network's bi-annual TV Critics Association Summer Press Tour.

"We are storytellers," said Stacey Donovan, Director, Hallmark Publishing. "The launch of an eBook division to create content through the Hallmark lens, and which potentially works across a variety of platforms and touchpoints, is a very exciting development because quality storytelling is the heart of our more than 100-year-old brand," Donovan concluded.

Hallmark Publishing is currently accepting author submissions for original manuscripts in the categories of wholesome romance and cozy mysteries with a focus on stories that celebrate relationships and life-affirming moments. A novel published by Hallmark Publishing may receive a greenlight to become a new original movie or series for Crown Media Family Networks' three linear television services: Hallmark Channel, Hallmark Movies & Mysteries or Hallmark Drama, or original screenplays may be novelized to lean into additional content for fans.

"Hallmark Publishing is a natural expansion of our content ecosystem," said Chad Harris, Senior Vice President, New Business Development, Crown Media Family Networks (home of Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama). "With authors writing original novels that may be made into entertainment for a variety of vehicles, or by selecting our most popular original TV content and novelizing it to include epilogues, character journeys and backstories, we are satisfying consumer desire to engage with Hallmark content in a deeper way," Harris concluded.

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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 and www.hallmarkpublishing.com

Hallmark Channel on Social Media:

Facebook, Twitter, Pinterest, YouTube

Hallmark Movies & Mysteries on Social Media: Facebook, Twitter

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