

CrownMedia

FAMILY NETWORKS



**HALLMARK CHANNEL BUILDS UPON ITS SEASONAL FRANCHISE SUCCESS WITH  
NEWEST PROGRAMMING EVENT, 'SPRING FLING'**

**Four Original Movies Celebrating Springtime Set To Debut April 2016,  
Including "The Manny" (working title) Starring Nicollette Sheridan**

PASADENA, CA – January 8, 2015 – **Hallmark Channel** is the established television home for the celebrations, highlighted by its #1 rated annual Countdown to Christmas holiday event and annual Countdown to Valentine's programming stunt. The network is quickly becoming the new destination for seasonal programming events, with its introduction last October of its inaugural **Fall Harvest** programming stunt, which delivered the network's highest October among Household delivery since 2008. This month, viewers cozied up to Hallmark Channel with the **Winterfest** programming block offering original movies every Saturday night. Building on this themed strategy, Hallmark Channel will next unveil its **Spring Fling** franchise this April, featuring four original movies celebrating springtime love and romance.

"Hallmark Channel is more than just one movie or series, we are programming events that celebrate the best moments and all seasons of life," said Michelle Vicary, Executive Vice President of Programming, Crown Media Family Networks. "Spring inspires new beginnings and evokes the sense of a fresh start, themes that match perfectly with the Hallmark brand of programming."

Anchoring the stunt is **Nicollette Sheridan** ("Desperate Housewives") in the original movie, **"The Manny"** (wt). Sheridan portrays Cass Lempkin, a single mother and high powered attorney who is forced to hire a male Nanny for her two kids, against her better judgement. Cass conspires with her mother to make his awful in an effort to force him to quit, but Cass begins to see him in a new light when he proves himself as an invaluable part of the family. In addition to starring, Sheridan will also executive produce the film with Storybox Entertainment from a script written by Gregg Rossen and Brian Sawyer.

Also debuting as part of Spring Fling is **"Mommy Bloggers"** starring **Lisa Whelchel** ("Facts of Life"), about a famous mommy blogger confronting an empty nest as her daughter prepares to go away to college. When she turns to her blog for advice, she finds herself on the attack by a reader who has conflicting opinions. While she deals with him online, offline she finally meets a great single dad and sparks start to fly. What she doesn't know is that the confrontational reader and the adorable single dad are, in fact, the same person.

Spring Fling features two additional original movies, "By Chance" and "The Convenient Groom." In "By Chance," a mom can't help but play matchmaker for her beautiful daughter who believes love can only be found through fate and not a fix up. Her mother finds the perfect candidate online, a handsome young emergency room doctor, and arranges for them to secretly

meet. They quickly fall in love and everything goes just as planned until the daughter finds out about the set up. In "The Convenient Groom," a young celebrity marriage counselor with a best-selling book about Finding Mr. Right discovers herself left at the altar of her own highly-publicized wedding. In a panic, she accepts the offer of her contractor to step in as the groom to create a charade for fans, the media and to save her career.

## **ABOUT HALLMARK CHANNEL**

**Hallmark Channel** is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes. The country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature original movies, the network features an ambitious lineup of other original content, including scripted primetime series, such as *Good Witch* and *When Calls the Heart*; annual specials like *Kitten Bowl* and *Hero Dog Awards* and; a daily 2-hour lifestyle show, *Home & Family*. Additionally, in November 2014, Hallmark Channel became 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 such annual holiday programming events as *Countdown to Christmas* and *Countdown to Valentine's Day*. Rounding out the network's diverse slate are television's most beloved sitcoms and series, including *The Golden Girls*, *The Middle*, *Little House on the Prairie*, and *Frasier*.

Crown Media Holdings, Inc. (NASDAQ: CRWN), owns and operates Crown Media Family Networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)  
Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

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