



**HALLMARK CHANNEL CONJURES UP MORE MAGIC AND  
ORDERS SEASON FOUR OF ITS HIT, ORIGINAL, PRIMETIME SERIES  
'GOOD WITCH'**

**"Good Witch" Season Three Boosted Network to #1 in Time Period All Season**



BEVERLY HILLS, CA – July 27, 2017 – In the wake of ratings growth in its third season that concluded July 2, Hallmark Channel has renewed its hit, original primetime series "Good Witch" for season four. Based on the "The Good Witch" movie franchise that is the most successful in the network's history, the series stars Catherine Bell ("Army Wives," "JAG"), Bailee Madison (*Just Go with It*, "Trophy Wife") and James Denton ("Desperate Housewives," "Devious Maids"). The announcement was made today as part of Crown Media Family Network's bi-annual TV Critics Association Summer Press Tour.

"Fans continue to be drawn to the magical world of Middleton and are captivated by the enchanting adventures of Cassie, Sam and Grace," said Michelle Vicary, Executive Vice President, Programming and Network Publicity, Crown Media Family Networks. "Our loyal viewers have embraced these characters and we're thrilled to bring them more stories filled with magic, love and adventure in season four."

Since the third season debut on April 30, "Good Witch" has averaged a 2.6 HH rating and over 2.8 million Total Viewers on a Live+3 basis, making the network the highest-rated and most-watched in the time period all season long among HH and Total Viewers.\*

(more)

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Hallmark Channel’s strategy of programming original, primetime series on an increasingly competitive Sunday night has yielded great success. This is the second original series pick-up for Hallmark Channel in recent months, having also confirmed a fifth season for its frontier drama “When Calls the Heart,” which experienced record ratings in its fourth year with double-digit gains in HHs and key demos, year over year.\*\* Hallmark Channel will continue to present original series on Sunday nights this year, with the season two premiere of “Chesapeake Shores” starring Jesse Metcalfe, Meghan Ory, Treat Williams and Diane Ladd on Sunday, August 6 (9pm ET/PT).

“Good Witch,” is a Whizbang Films Production in association with ITV Studios America. Dean Batali, Orly Adelson, Jonathan Eskenas, Frank Siracusa and Craig Pryce are the executive producers. Catherine Bell is co-executive producer. “Good Witch” is distributed internationally by ITV Studios Global Entertainment.

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*\*Source: Nielsen Company, 4/30/17 – 7/2/17*

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