



ENTERTAINMENT'S BIGGEST SUCCESS STORY!

**HALLMARK CHANNEL ANNOUNCES
ALL-NEW PROGRAMMING EVERY WEEKEND OF 2018**

**Network Announces Return of Popular Franchises
"Fall Harvest" and Award-Winning "Countdown to Christmas"**

BEVERLY HILLS, CA – July 26, 2018 – Hallmark Channel, the country's leading provider of family-friendly entertainment, stakes its claim as the weekend destination for all-new, original programming every Saturday and Sunday for the remainder of 2018. The new offering features six autumnal-themed premieres as part of the network's highly rated "Fall Harvest" event, as well as 22 new, original holiday movies premiering during the #1 "Countdown to Christmas" slate. The announcement was made today as part of Crown Media Family Networks' bi-annual Television Critics Association Press Tour.

"Fall Harvest" kicks off Saturday, September 22, and features celebrated favorites including the third installment of the "All of My Heart" movie series starring Lacey Chabert ("Mean Girls," "Party of Five") and Brennan Elliott ("Unreal"). The season culminates with the network's longest-running movie franchise "Good Witch Halloween" starring Catherine Bell ("Army Wives," "JAG"), Bailee Madison ("The Fosters") and James Denton ("Devious Maids," "Desperate Housewives").

The network's highly rated "Countdown to Christmas" franchise features 22 movies, including network debuts by world-renowned country artists LeAnn Rimes and Kellie Pickler. As cable's #1 holiday destination, Hallmark Channel will continue to bring holiday cheer and the spirit of the season to families across the nation.

"While competitors try to enter the holiday landscape, we continue to dominate and own Christmas programming," said Michelle Vicary, Executive Vice President, Programming and Network Publicity, Crown Media Family Networks. "We will continue on our promise to deliver the high-quality, seasonal content that is at the heart of our brand."

Last year, the six 2017 "Fall Harvest" movie premieres combined to reach more than 11.7 million unduplicated total viewers and delivered the #1 movie of the week for five consecutive weeks. In 2017, Q4 was Hallmark Channel's highest rated and most watched quarter ever in network history in total day and prime time among households, W18-49, W25-54, A18-49, A25-54 and Total Viewers. Overall, "Countdown to Christmas" reached an impressive 72 million viewers.*

**Source: Nielsen Company, 9/25/17 – 12/31/17*

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