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**HALLMARK CHANNEL CONTINUES THE MAGIC AND
ORDERS SEASON FIVE OF ITS HIT, ORIGINAL, PRIMETIME SERIES
'GOOD WITCH'**

**"Good Witch" Season Four Ranked Among Top Two Highest-Rated and
Most-Watched Scripted Cable Series of the Week for 10 Consecutive Weeks**



BEVERLY HILLS, CA – July 26, 2018 – In the wake of continued strong ratings in its fourth season that concluded July 1, Hallmark Channel has renewed its hit, original primetime series "Good Witch" for season five. Based on the "The Good Witch" movie franchise that celebrated its 10th anniversary this year and was 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 Networks' bi-annual Television Critics Association Summer Press Tour.

"The success 'Good Witch' continues to enjoy after 10 years on our network is a testament to the engaging characters our talented cast brings to life coupled with the magical storytelling that has carried from the movies to the primetime series," said Michelle Vicary, Executive Vice President, Programming and Network Publicity, Crown Media Family Networks. "We're thrilled to continue the journey in season five and can't wait for fans to see what's next for Cassie, Sam, Grace and the rest of the captivating cast of characters that inhabit Middleton."

In season four, "Good Witch" ranked among the top two highest-rated and most-watched original scripted cable series of the week among Households and Total Viewers. Season four propelled Hallmark Channel to be the highest-rated and most-watched cable network during Weekend Prime among Households and Total Viewers for the full season, excluding sports.

Overall, the 10 consecutive Sunday night original premieres averaged a 2.6 HH rating, 456,000 W25-54 and nearly 2.8 Total Viewers on a Live+3 basis.*

Hallmark Channel's strategy of programming original, primetime series on an increasingly competitive Sunday night has yielded great success. This is the third original series pick-up by the network in recent months, having also confirmed a sixth season for its drama "When Calls the Heart," which boasted continued ratings growth in its fifth year and became the highest rated and most watched season of the series (excluding movies) among Households, W25-54, A18-49, A25-54 and Total Viewers.** The network also renewed docuseries "Meet the Peetes," following the lives of Holly Robinson Peete and husband Rodney Peete as they attempt to balance raising four kids, including one with autism, running their HollyRod charity and spending time with Holly's mother Dolores, who has been living with the Peete family since retiring from her career as a talent manager.

"Good Witch" is a Whizbang Films production in association with ITV Studios America. Executive producers are Darin Goldberg, Orly Adelson, Jonathan Eskenas, Frank Siracusa and Craig Pryce. Catherine Bell is co-executive producer and Janina Barrett serves as supervising producer. Colin Brunton is producer. "Good Witch" is distributed internationally by ITV Studios Global Entertainment.

**Source: Nielsen Company, 4/29/18 – 7/1/18*

MEDIA CONTACT:

Maria Fischer, (818) 755-2686, MariaFischer@crowmedia.com

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