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CROWN MEDIA FAMILY NETWORKS ANNOUNCES FIRST-EVER ADAPTATION OF A HALLMARK PUBLISHING ORIGINAL NOVEL FOR TELEVISION

The Christmas Company by First-Time Novelist Alys Murray to be Part of Hallmark Channel's 2019 "Countdown to Christmas" Programming Event

PASADENA, CA – February 9, 2019 – Crown Media Family Networks, one of America's leading media content companies, announces its first original movie adaptation from Hallmark Publishing's bestselling novel to-date, The Christmas Company. The new movie will be part of the network's beloved "Countdown to Christmas" holiday slate. The announcement was made today as part of Crown Media Family Networks' bi-annual Television Critics Association Winter Press Tour.

"We chose The Christmas Company as our first book to become a movie because it contains all of the elements we know our viewers love – captivating characters, strong dialogue, and emotional connections so typical of the Hallmark brand," said Bill Abbott, President & CEO, Crown Media Family Networks. "This is certain to become another Christmas classic," Abbott concluded.

Hallmark Publishing, which began as an eBook publisher and now offers books in paperback and most recently audiobooks, is giving readers more ways to enjoy the kinds of uplifting, family-friendly stories that people enjoy on Hallmark Channel, Hallmark Movies & Mysteries, Hallmark Drama and Hallmark Movies Now.

The Christmas Company was written by first-time novelist Alys Murray, who is thrilled to join the Hallmark Channel family. "Hallmark's 'Countdown to Christmas' has been a part of my family's Christmas celebration for years," said Author Alys Murray. "I couldn't be more honored that it is going to be part of that grand tradition of heartwarming holiday viewing!"

The Christmas Company novel can currently be found on Hallmark.com, Amazon.com, Target.com, Walmart.com, BarnesandNoble.com and everywhere else books are sold.

ABOUT HALLMARK PUBLISHING

Launched in 2017, Crown Media Family Networks' publishing division, Hallmark Publishing, recreates the rich storytelling from Hallmark Channel and Hallmark Movies & Mysteries' beloved movies as eBooks and paperbacks. From sparkling romances to intriguing mysteries, Hallmark Publishing offers a whole new way for viewers to engage with Crown Media's stories and characters. In addition, some Hallmark Publishing novels will be adapted into new, original movies. Hallmark Publishing's books can be found on Amazon, iTunes, Rakuten Kobo, and at Barnes & Noble retail and online stores.

To visit the network website, please visit www.hallmarkchannel.com/hallmark-publishing

For more information, please visit www.crownmediapress.com

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