

CROWN MEDIA HOLDINGS, INC.

INVESTOR RELATIONS

NEWS

January 8, 2016

A HALLMARK MOVIES & MYSTERIES ORIGINAL



FLOWER SHOP MYSTERY: Mum's The Word

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PROGRAMMING



Winter Fest
Hallmark Channel

Kicking off 2016 is Hallmark Channel's debut of **Winterfest**—a new programming event featuring four weeks of original movie premieres every Saturday in January leading into **Countdown to Valentine's Day**.

New Original Premieres every Saturday starting January 3rd on Hallmark Channel



Garage Sale Mystery: Guilty Until Proven Innocent
Hallmark Channel

Lori Loughlin returns for another installment of *Garage Sale Mystery* with *Guilty Until Proven Innocent*.

When Jenn's (Loughlin) old pal Sandra becomes the prime suspect in a murder case, it'll be up to her to discover who done it before time runs out.

Premiered January 3rd at 9/8p on Hallmark Movies & Mysteries

Hallmark Channel*

WINTER FEST

Love in Paradise—January 2

A Hallmark Channel Original Movie World Premiere

Love's Complicated —January 9

A Hallmark Channel Original Movie World Premiere

Love on the Sidelines—January 16

A Hallmark Channel Original Movie World Premiere

Unleashing Mr. Darcy—January 23

A Hallmark Channel Original Movie World Premiere

COUNTDOWN TO VALENTINE'S DAY

Dater's Handbook—January 30

A Hallmark Channel Original Movie World Premiere

All Things Valentine—January 31

A Hallmark Channel Original Movie World Premiere

Hallmark Movies & Mysteries*

Garage Sale Mystery: Guilty Until Proven Innocent

—January 3

A Hallmark Movies & Mysteries Original Premiere

Murder She Baked: A Peach Cobbler Mystery—January 10

A Hallmark Movies & Mysteries Original Premiere

Flower Shop Mystery: Mum's The Word—January 17

A Hallmark Movies & Mysteries Original Premiere

* Titles and premiere dates are subject to change.

RATINGS & SUBSCRIBERS



Last Man Standing

Hallmark Channel

The hit comedy, **Last Man Standing**, is making its way to Hallmark Channel early in the new year. Tim Allen stars as Mike Baxter, a married father of three who tries to maintain his manliness in a world increasingly dominated by women. He tries to escape all the female drama at home in the warm, manly embrace of his job at the Outdoor Man store, a sporting goods emporium where he is marketing director. Nancy Travis and Hector Elizondo also star.

Last Man Standing joins the primetime weekly line-up at 6pm starting January 4th on Hallmark Channel



Flower Shop Mystery: Mum's the Word

Hallmark Movies & Mysteries

Brooke Shields joins Hallmark Movies & Mysteries in all new mystery movie series as Abby Knight, the proud owner of her hometown flower shop. **Flower Shop Mystery: Mum's the Word** finds Abby Knight (Shields) faced with a new low-cost competitor who is killing her profits and a black SUV just rammed her vintage Corvette in a hit-and-run. She's determined to track down the driver, but when the trail turns deadly, the next flower arrangement might be for her own funeral.

Flower Shop Mystery: Mum's the Word premieres Sunday, January 17th on Hallmark Movies & Mysteries




Winterfest

RATINGS & SUBSCRIBERS



Countdown to Christmas

Hallmark Channel

Since its debut on October 30th, Hallmark Channel's **2015 Countdown to Christmas** reached nearly **62.1 million unduplicated viewers and 13.3 million Women 25 to 54**. Averaging 244,000 Women 25 to 54, Hallmark Channel was the #1 watched ad-supported cable network among Women 25 to 54 in Total Day.

A Christmas Melody, starring and directed by Mariah Carey, premiered to a strong 3.3 household rating and 726,000 Women 25 to 54, becoming the third most watched original movie premiere of 2015.

Source: Nielsen, 10/30-12/27/15 Live +SD.



Most Wonderful Movies of Christmas

Hallmark Movies & Mysteries

Since its debut on October 30th, Hallmark Movies & Mysteries' **2015 Most Wonderful Movies of Christmas** reached **31.6 million unduplicated viewers and 6.4 million Women 25 to 54**.

Compared to last year's **Most Wonderful Movies of Christmas**, Hallmark Movies & Mysteries showed impressive growth over the same period a year ago, up 13% in households, 12% among Women 18 to 49, 12% among Women 25 to 54, 13% among Adults 18 to 49, 14% among Adults 25 to 54, and 15% among total viewers*.

Source: Nielsen, 10/30-12/27/15 Live +SD.

Hallmark Channel
90.3 million subscribers
Hallmark Movies & Mysteries
62.3 million subscribers

January 2016

Hallmark Channel ranks #30 in distribution out of the 115 measured cable networks.

Hallmark Movies & Mysteries, from January 2015 to January 2016, averaged a monthly increase of 565,000 subscriber homes, **the 4th largest** of all 115 measured cable networks.

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