

CROWN MEDIA HOLDINGS, INC.

INVESTOR RELATIONS

NEWS

CHRISTMAS EDITION

December 1, 2014



IN THIS ISSUE:

Ratings & Subscribers- pg 2
Holiday Programming- pgs 3-6

CrownMedia
HOLDINGS, INC.

RATINGS & SUBSCRIBERS



Countdown to Christmas

- After four weeks, Hallmark Channel's **2014 Countdown to Christmas** has reached nearly **46 million viewers** and is the **#1 rated cable network** among Women 25-54.
- **Countdown to Christmas** programming on Saturday, November 29th 2014 resulted in the **Highest Day Ever** on Hallmark Channel with 1.6 million households and 497K Women 25-54 in Total Day.
- Boosted by the premieres of **Christmas Under Wraps** and **One Christmas Eve**, Hallmark Channel was the **#1 Rated Cable Network Of The Week** among Women 25-54 for the fourth straight week.

*At the time of this publication, Source: The Nielsen Company (10/31/14-11/30/14)

Most Wonderful Movies of Christmas

- After four weeks, Hallmark Movies & Mysteries' **Most Wonderful Movies of Christmas 2014** has shown impressive growth over the same period a year ago, up 19% in Women 25-54 and 10% in Adults 25-54*.

*At the time of this publication, Source: The Nielsen Company (10/31/14-11/30/14)

Hallmark Channel
85.3 million subscribers
Hallmark Movies & Mysteries
55.6 million subscribers

December 2014

Hallmark Channel ranks #39 in distribution out of the 117 measured cable networks.

Hallmark Movies & Mysteries has shown a yearly increase of 2.9 million homes, making it the 13th largest growing network year to year.

HOLIDAY PROGRAMMING



Countdown to Christmas
Hallmark Channel



Most Wonderful Movies of Christmas
Hallmark Movies & Mysteries

Countdown to Christmas on Hallmark Channel continues captivating viewers in December and the holidays with four additional original movie premieres, *The Hollywood Parade*, and *The 126th Tournament of Roses Parade*.

- 24/7 Holiday Programming
- Original Premieres every Saturday & Sunday night

Hallmark Movies & Mysteries' **Most Wonderful Movies of Christmas** continues celebrating December in grand style by spreading the joy of the holiday season with the most sought-after, traditional and cherished holiday programming.

- Christmas Classic Movies Every Thursday
- Original Movie Premiere, **The Christmas Secret**, on December 7th at 9pm/8c

Premiering in December*

Hallmark Channel

Debbie Macomber's Mr. Miracle—December 6

Christmas at Cartwright's—December 7

The Hollywood Christmas Parade—December 10

Best Christmas Party Ever—December 13

The 12 Movies of Christmas Marathon—December 25

Countdown to the 126th Tournament of Roses Parade—January 1

The 126th Tournament of Roses Parade—January 1

Hallmark Movies & Mysteries

The Christmas Secret—December 7

A Christmas Carol (1951)—December 11

The Hollywood Christmas Parade—December 19

Christmas Classic Marathon—December 25

* Titles and premiere dates are subject to change.

HOLIDAY PROGRAMMING



A Royal Christmas
Hallmark Channel

A Royal Christmas, the sixth original premiere of 2014's *Countdown to Christmas*, premiered on November 22nd to a **4.0 household rating**. It was seen by over six million unduplicated viewers, making it the **2nd largest unduplicated audience** of any Hallmark Channel original movie in network history*. Additionally, ***A Royal Christmas*** elevated Hallmark Channel to be #1 ad-supported cable network of the day and week*.

A Royal Christmas, starring Lacey Chabert and Jane Seymour, follows the story of a young working girl with a blue-collar background who is surprised when her new fiancé announces he is actually a prince of a small sovereign country in Europe.

Source: The Nielsen Company (11/22/14), Live+SD coverage ratings and impressions.
*At the time of this publication.

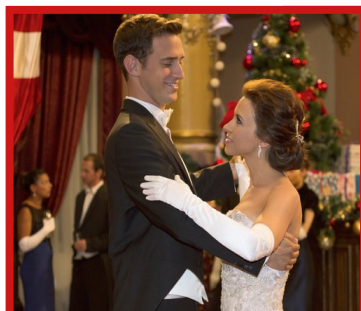


Signed, Sealed, Delivered For Christmas
Hallmark Movies & Mysteries

Signed, Sealed, Delivered For Christmas starring Eric Mabius and Kristin Booth, premiered on November 23rd to a **1.1 household rating**, becoming the **2nd most watched Hallmark Movies & Mysteries original movie** in network history among households, Women25-54 and total viewers*. The premiere and its first encore (11pm) combined reached over 1.7 million unduplicated viewers.

The beloved quartet of office detectives, Oliver, Shane, Rita, and Norman are back for another adventure to deliver every last letter before Christmas in ***Signed, Sealed, Delivered For Christmas***.

Source: The Nielsen Company (11/23/14), Live + SD coverage ratings and impressions.
*At the time of this publication.



HOLIDAY PROGRAMMING



Christmas Under Wraps
Hallmark Channel

Christmas Under Wraps, starring Candace Cameron Bure, premiered on November 29th as part of Hallmark Channel's *Countdown to Christmas* to a **5.0 household rating**, reaching nearly 7.2 million unduplicated viewers, making it **the highest rated and most watched** Hallmark Channel original movie in network history.

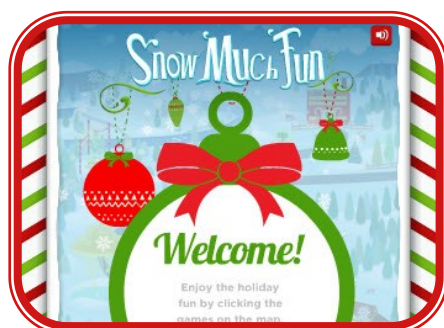
Source: The Nielsen Company (11/29/14), Live + SD coverage ratings and impressions.



Happy The Cat
Kitten Bowl

Happy The Cat is a friendly, three-year-old adorable tabby who in Ohio was recently rescued from an animal shelter.

Happy The Cat joins the Hallmark Channel family as the Network's first-ever feline ambassador and team captain for the ***Kitten Bowl*** franchise.



Hallmark Channel, the leading destination for holiday programming, bridges viewer engagement with ***Countdown to Christmas*** from on-air to online with 360-degree social and digital extensions.

Featuring an interactive and sharable clock, games, and a magical online passageway to *Northpole*, the Network's many digital and social platforms are designed to create deeper audience engagement with *Countdown to Christmas* and further elevate the visibility of Hallmark Channel's holiday content in the marketplace.

HOLIDAY PROGRAMMING



***Northpole* Premieres to
Nearly 6 Million Viewers**

Northpole premiered on November 15th as part of Hallmark Channel's *Countdown to Christmas* to a **3.5 household rating**. It was seen by nearly six million unduplicated viewers. Through a collaboration with Hallmark Cards, products featured in the movie are available at Hallmark Gold Crown Stores and at www.hallmark.com.

Northpole was:

- #1 household rated ad-supported cable movie of the week
- #1 program of the day
- #2 movie of the day and week among Women 25-54
- Propelled Hallmark Channel to be the #1 ad-supported cable network in Prime Time and Total Day among households on Saturday

***Northpole II* premieres Christmas 2015**

Source: The Nielsen Company (11/15/14), Live + SD coverage rating and impressions.



***One Christmas Eve*
Hallmark Hall of Fame**

One Christmas Eve, the first movie to air exclusively on Hallmark Channel as part of the *Hallmark Hall of Fame* partnership, premiered on November 30th to a **3.2 household rating**, becoming **the highest cable airing** of any *Hallmark Hall of Fame* movie among households and total viewers*.

One Christmas Eve, starred three-time *Hallmark Hall of Fame* veteran, Anne Heche, as a recently divorced mom who wants her two kids' first Christmas without a dad to be perfect. An unfortunate series of events on Christmas Eve would prove the task to be challenging.

Hallmark Hall of Fame's One Christmas Eve was:

- **#1** rated ad-supported cable movie of the day among households and Women 25-54
- **5th highest rated** and **5th most watched** movie on Hallmark Channel of 2014-to-date
- Reached more than **5.6 million** unduplicated viewers

Source: The Nielsen Company (11/30/14), Live + SD coverage rating and impressions. *At time of airing.



Baskin-Robbins featured a new flavor of ice cream, **Winter White Chocolate**. The *Northpole*-inspired ice cream treats were available in Baskin-Robbins participating stores nationwide.

CONTACT US

Corporate Headquarters

Crown Media Holdings, Inc.
12700 Ventura Blvd.
Studio City, CA 91604
Phone: 888-390-7474

Accountants

KPMG LLP
1225 17th St, Suite 800
Denver, CO 80202
Phone: 303-296-2323
Fax: 303-295-8829

Investor Contact

Mary Dzabic
VP, Reporting, Compliance & Investor Relations
marydzabic@crowmedia.com
818-755-1261

Legal

Leslie Park
Assistant General Counsel
legal@crowmedia.com
818-755-1217

Transfer Agent

Computershare Investor Services
P.O. Box 30170
College Station, TX 77842
Phone: 1-800-522-6645
Website: www.computershare.com

**For more information,
please visit our website**

<http://ir.crownmedia.net>

This newsletter has been prepared by the Investor Relations group of Crown Media Holdings, Inc. solely for the information of shareholders of the Company. It is not intended to be a recommendation with respect to investment decisions. All information contained in this newsletter is presented as of the date indicated above, and the Company assumes no duty to confirm, revise, or update the information. Certain statements in this newsletter may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made on the basis of our views and assumptions regarding future events and business performance as of the time the statements are made and we do not undertake any obligation to update these statements. Actual events may differ materially from those expressed or implied. Such differences may result from actions taken by the Company, as well as from developments beyond the Company's control. Additional factors are set forth in the Company's most recent reports filed with the Securities and Exchange Commission. Reconciliations of non-GAAP financial measures to equivalent GAAP financial measure equivalent GAAP financial measures are available on Crown Media Holdings, Inc.'s Investor Relations website.