

CROWN MEDIA HOLDINGS, INC.

INVESTOR RELATIONS

NEWS

July 1, 2015



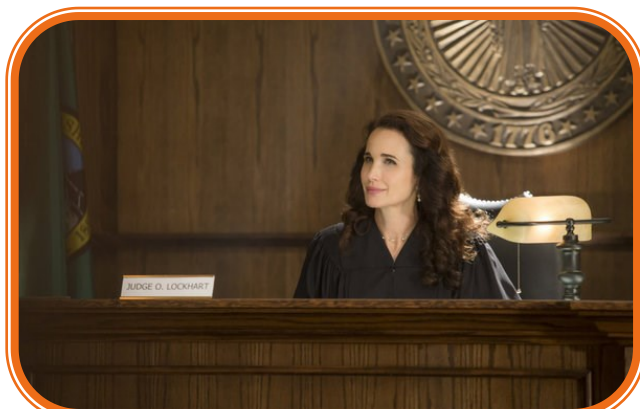
IN THIS ISSUE:

Programming Updates- pg 2

Ratings & Subscribers- pg 3

CrownMedia
HOLDINGS, INC.

PROGRAMMING



Cedar Cove, Season 3

Hallmark Channel

Debbie Macomber's **Cedar Cove** returns for its third season on Hallmark Channel with a two-hour premiere on **Saturday, July 18 at 8pm**. Andie MacDowell (Olivia) and Dylan Neal (Jack) return to the majestic and idyllic small seaside town of Cedar Cove, home to romance, relationships and drama.

Christmas Keepsake Holiday Preview

July 3 - 12
Holiday Favorites ALL Week Long!



Christmas Keepsake and Gold Crown Christmas

Hallmark Channel and Hallmark Movies & Mysteries

Hallmark Channel and Hallmark Movies & Mysteries continue the Crown Media Family Networks tradition of celebrating Christmas movies in July with 24/7 holiday-themed programming from Friday, July 3rd through Sunday, July 12th. The programming event includes original holiday movies including **Family for Christmas** starring Lacey Chabert, classics and fan favorites.



Paw Star Game

A Hallmark Channel Original Special

July 12, 2015

at 6/5c

Hallmark Channel*

Hallmark Channel's Christmas Keepsake—July 3-12

Home Alone—July 5

Premiere

Family For Christmas—July 11

A Hallmark Channel Original Movie World Premiere

Paw Star Game—July 12

A Hallmark Channel Original Special

Cedar Cove, Season 3—July 18

Season Premiere



Real Murders: An Aurora Teagarden Mystery

A Hallmark Movies & Mysteries Original

July 26, 2015

at 9/8c

Hallmark Movies & Mysteries*

HMM's Gold Crown Christmas—July 3-12

Deck the Halls—July 5

Premiere

Christmas with Holly—July 12

A Hallmark Hall of Fame Collection

Real Murders: An Aurora Teagarden Mystery—July 26

A Hallmark Movies & Mysteries Original Premiere

Marathons every weekend all month long

* Titles and premiere dates are subject to change.

RATINGS & SUBSCRIBERS



June Weddings

Hallmark Channel

The three original movie premieres in June celebrating weddings garnered:

Perfect Match (6/20/15) - 1.3 household rating

Love Again (6/21/15) - 1.6 household rating

A Country Wedding (6/27/15) - 2.1 household rating

Source: Nielsen 6/20, 6/21, 6/27, Live +SD.



Signed, Sealed, Delivered, From Paris With Love

Hallmark Movies & Mysteries

Signed, Sealed, Delivered, From Paris With Love premiered on June 6th to a 1.2 household rating and was seen by more than 1.1 million unduplicated viewers. It currently stands as the fifth highest rated Hallmark Movies & Mysteries original movie in network history*.

Source: Nielsen, 6/6/15 Live +SD. * At time of air.



When Calls the Heart, Season 2

When Calls the Heart culminated its seven episode second season on Saturday, June 13th averaging a 1.7 household rating with 238,000 Women 25 to 54 and nearly 1.8 million total viewers.

Season 2 of When Calls The Heart averaged 1.6 household rating with 1.4 million households, making Hallmark Channel **the #1 rated and most watched cable network** in the Saturday 8pm time period.*

Source: Nielsen 4/25-6/13/15, Live + SD. *Time Period weighted averaged Sat 8-10pm for week, 1, 3, 6, and Sat 8-9pm for week 2, 4-6.

Hallmark Channel
84.0 million subscribers
Hallmark Movies & Mysteries
56.2 million subscribers

July 2015

Hallmark Channel ranks #42 in distribution out of the 115 measured cable networks.

Hallmark Movies & Mysteries has shown a yearly increase of 2.3 million homes, making it the 21st largest growing network year to year.

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
SVP, Financial Analysis, Reporting & Compliance
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.