

NEWS

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HALLMARK MOVIES & MYSTERIES' MOST RECENT ORIGINAL MOVIE, KAREN KINGSBURY'S THE BRIDGE PART 2, BECOMES THE HIGHEST-RATED AND MOST-WATCHED PROGRAM IN NETWORK HISTORY

Original Movie Averaged a 1.8 HH Rating and 1.4 Million Total Viewers

Hallmark Movies & Mysteries' most recent original movie, Karen Kingsbury's *The Bridge Part 2*, featuring **Ted McGinley** and **Faith Ford**, drew a record number of viewers last weekend, becoming the most-watched and highest-rated telecast in network history among HHs, A18-49, A25-54, and Total Viewers. The Sunday, March 20th premiere averaged a 1.8 HH rating and 1.4 million total viewers, elevating the sequel to be the #1 rated cable movie of the week.

Viewers also engaged with the premiere on social media, ranking Karen Kingsbury's *The Bridge Part 2* as the most-Tweeted primetime movie on Sunday across cable and broadcast. Additionally, the network noted the largest number of people Tweeting for any Hallmark Movies & Mysteries original movie premiere.

Based on Karen Kingsbury's bestselling novel, *The Bridge, Molly* (**Katie Findlay**) and Ryan (**Wyatt Nash**), college students from two different worlds, fall in love at Belmont University their freshman year. In Karen Kingsbury's *The Bridge Part 2*, they are reunited at Christmas, seven years later, to save the bookstore that changed their lives, *The Bridge*.

Source: Nielsen, March 14-20, 2016; Nielsen SocialGuide Twitter TV Ratings, 3/14-3/20/16.

ABOUT HALLMARK MOVIES & MYSTERIES

Along with sister network **Hallmark Channel**, **Hallmark Movies & Mysteries** is the second 24-hour linear channel under the **Crown Media Family Networks** umbrella. Distributed in both (HD) and standard definition (SD) in 64.5 million homes across the United States and one of the fastest growing networks in cable, Hallmark Movies & Mysteries is a leading destination for quality family friendly entertainment. Launched in 2008 as Hallmark Movie Channel, the network underwent a brand evolution in fall of 2014 when it transitioned to become Hallmark Movies & Mysteries. True to its name, the channel brings the lighter side of the suspense and mystery genres into focus with rich, dramatic, and thought-provoking storytelling. The network's programming lineup features a unique mix of original movies, presentations from the acclaimed **Hallmark Hall of Fame** library, and such time-honored acquired series as *Murder She Wrote*, *Matlock*, *Hart to Hart*, and *Diagnosis Murder*. The channel is also home to annual 8-week holiday programming event, *The Most Wonderful Movies of Christmas*, which helps viewers celebrate the season with new original movies and all-time classics like *A Christmas Carol*; *Holiday Affair*; *Babes in Toyland*; and *Christmas in Connecticut*.

Crown Media Holdings, Inc. (NASDAQ: CRWN) owns and operates Crown Media Family Networks.



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