



MILESTONES

- October 24, 2017** Crown Media releases first e-book, *Christmas in Homestead*, from Hallmark Publishing, the company's new publishing venture
- October 11, 2017** Crown Media launches video on-demand streaming subscription service, Hallmark Movies Now
- October 1, 2017** Crown Media launches third linear network, Hallmark Drama
- July 27, 2017** Crown Media Family Networks announces the launches of third linear network, Hallmark Drama, new streaming subscription service, Hallmark Movies Now, and Hallmark Publishing, the company's new eBook division that creates novelizations of previously aired original movies.
- November 14, 2016** Hallmark Channel announces national partnership with Six Flags Entertainment Corporation (NYSE:SIX) for the holiday season, which includes the creation of a new Virtual Reality (VR) roller coaster experience entitled "Santa's Wild Sleigh Ride." The experience will debut at Six Flags Magic Mountain during Holiday in the Park.
- October 31, 2016** Hallmark Channel kicks off its annual *Countdown to Christmas* programming franchise.
- May 2, 2016** Hallmark Cards, Inc. completed a short-form merger with Crown Media Holdings, Inc. (CRWN) to take the company private.
- March 31, 2016** Hallmark Channel, in partnership with the National Park Foundation, is set to broadcast the 94th annual National Christmas Tree Lighting in Washington, D.C. The original special will air as part of the network's *Countdown to Christmas* programming initiative in December 2016.
- December 22, 2015** Collectively, the 17 *Countdown to Christmas* original holiday premieres averaged a 3.0 HH rating. The programming event reached more than 58 million unduplicated viewers.
- November 19, 2015** Hallmark Channel breaks the Guinness World Records™ title for the largest display of illuminated Christmas trees following the installation of a 4,000 square foot interactive Christmas tree maze in New York City's Herald Square.
- September 28, 2015** Hallmark Channel becomes the national sponsor for inclusion and anti-bullying non-profit, Circle of Friends.
- September 20, 2015** American Humane Association awarded its highest honor, the National Humanitarian Medal, to Crown Media Family Networks President and CEO and

	American Humane Association board member, Bill Abbott, for his continued efforts to make the world a better place for animals.
August 3, 2015	Crown Media Family Networks and Ford Motor Company announce Hallmark Channel to be a key 2015 broadcast partner of Ford Warriors in Pink®.
July 28, 2015	Hallmark Channel's original scripted series, <i>When Calls the Heart</i> , is renewed for a third season.
July 22, 2015	Crown Media Family Networks and AT&T will launch Hallmark Channel and Hallmark Movies & Mysteries on AT&T U-verse TV, the company announced today.
May 5, 2015	Hallmark Movies & Mysteries' original movie premiere of <i>Murder, She Baked: A Chocolate Chip Cookie Mystery</i> , becomes the network's most-watched film among W25-54, Households, and Total Viewers.
April 14, 2015	<i>Home & Family</i> is renewed for a fourth season.
April 13, 2015	Hallmark Channel's original scripted series, <i>Good Witch</i> , is renewed for a second season.
March 17, 2015	Crown Connectivity, a new division designed to create 360-degree seamless integration opportunities for advertisers across both networks' linear, digital, and social media platforms, officially launches.
March 16, 2015	Crown Media Productions - an in-house production company aimed at increasing the company's original content across multiple platforms – officially launches.
February 28, 2015	Hallmark Channel's newest original scripted series, <i>Good Witch</i> , debuts to an average 2.9 million total viewers viewers and a 2.7 household rating becoming the highest rated and most watched episode of any of the network's original series ever.
February 1, 2015	<i>Kitten Bowl II</i> premieres on Hallmark Channel, registering growth over <i>Kitten Bowl I</i> of 28% among Total Viewers, 37% among Women 25-54, 38% among Women 18-49, 40% among Adults 18-49, and 28% among Adults 25-54.
January 29, 2015	Crown Media Family Networks adopts "Happy" the dog as the network's first-ever canine goodwill ambassador.
January 1, 2015	Hallmark Channel's <i>Countdown to Christmas</i> concludes with a reach a total of 66 million viewers.
December 7, 2014	Hallmark Movies & Mysteries' original holiday premiere of <i>A Christmas Secret</i> becomes the most-watched movie in network history among Households and Total Viewers.
November 29, 2015	The Hallmark Channel premiere of <i>Christmas Under Wraps</i> , one of "The 12 New Movies of Christmas", becomes the network's most-watched telecast in network history.
October 31, 2014	Hallmark Channel kicks off its annual holiday franchise, <i>Countdown to Christmas</i> , to its most-watched opening weekend of all time.

October 29, 2014	Hallmark Channel's first original primetime series, <i>Debbie Macomber's Cedar Cove</i> , is renewed for a third season.
September 29, 2014	Hallmark Movie Channel officially transitions to become Hallmark Movies & Mysteries.
September 15, 2014	Hallmark Hall of Fame original world premieres move exclusively to Hallmark Channel, beginning with the debut of <i>One Christmas Eve</i> on November 30, 2014.
September 15, 2014	Season 3 of the Hallmark Channel's Emmy®-Nominated lifestyle program, <i>Home & Family</i> , debuts.
July 19, 2014	Season 2 of Hallmark Channel original scripted series, <i>Debbie Macomber's Cedar Cove</i> , debuts.
April 20, 2014	Hallmark Channel's third original scripted series, <i>Signed, Sealed, Delivered</i> , debuts.
January 14, 2014	Hallmark Channel's second original scripted series, <i>When Calls the Heart</i> makes its premiere.
November 5, 2013	Hallmark Channel marks its highest Countdown to Christmas kick-off weekend in network history - ranking as the #1 cable network among Women 25-54 for the entire weekend.
July 20, 2013	Hallmark Channel's first-ever original scripted series, <i>Debbie Macomber's Cedar Cove</i> , launches as one of the summer's top new drama premieres.
June 23, 2013	Hallmark Channel launches TV Everywhere services for Time Warner Cable, Verizon Fios, Cablevision's Optimum TV and Bright House Networks subscribers.
April 5, 2013	Hallmark Channel announces new three-hour original special, <i>Kitten Bowl</i> , featuring the world's most adorable – and adoptable – kittens, airing February 2, 2014.
March 13, 2013	Hallmark Channel acquires hit legal drama, <i>The Good Wife</i> , to air on weekdays starting January 2014.
March 4, 2013	Hallmark Channel and Meredith Video Studios announce an exciting new partnership anchored by an exclusive cable syndication agreement bringing award-winning lifestyle program, <i>The Better Show</i> , to Hallmark Channel's lineup of daytime lifestyle programming.
February 27, 2013	Hallmark Channel announces the launch of <i>Walmart and P&G present Walden Family Theater</i> , a new Friday night appointment viewing franchise for family movies. Created in collaboration with Walmart, Procter & Gamble, award-winning family entertainment producer, Walden Media, and fast-growing independent studio, ARC Entertainment, <i>Walden Family Theater</i> reflects a shared commitment to fill the void on TV for quality family entertainment.
January 28, 2013	Hallmark Movie Channel surpasses critical distribution benchmark of 50 million homes.
November 17, 2012	Hallmark Channel achieves a seminal feat in the social media world, surpassing 1,000,000 fans on Facebook.

- February 14, 2012** Crown Media Family Networks and DISH Network L.L.C. announce a multi-year renewal of their affiliation agreement. As part of the new agreement, Hallmark Channel and Hallmark Movie Channel are featured in DISH's new family-friendly specialty bundle, the Heartland TV package.
- November 25, 2011** Hallmark Channel debuts *Jingle All the Way*, a ½-hour holiday animation special based on the popular Hallmark Cards' voice-activated interactive plush toy, Jingle the Husky Pup. As the first-ever a full program centered around a Hallmark Cards character, the special marks an unprecedented synergy between Hallmark Channel and its parent company.
- November 11, 2011** Hallmark Channel premieres first annual *American Humane Association Hero Dog Awards*, hosted by Emmy-winning TV personality, Carson Kressley and featuring such celebrity presenters and judges as Betty White, Peter Fonda, Whoopi Goldberg, Jillian Michaels, Faith Ford, Jason Lewis, Michael Vartan, Joey Lawrence, and many more.
- October 1, 2011** Hallmark Channel tapes the first annual *American Humane Association Hero Dog Awards* in front of a live audience in the International Ballroom of the Beverly Hills Hilton. The program recognizes eight extraordinary dogs, chosen from thousands of nominees, who have made life-changing and life-saving contributions to peoples' lives.
- August 5, 2011** Hallmark Channel celebrates its 10th birthday
- July 11, 2011** Crown Media Holdings Inc. announces the designation of Crown Media Family Networks as the new name and branding for unit housing Hallmark Channel and Hallmark Movie Channel.
- July 7, 2011** Hallmark Hall of Fame Movie series moves to from CBS to ABC. New deal allows Hallmark Channel to air four encores, beginning one week after initial network premiere.
- May 31, 2011** Hallmark Channel announces a partnership with American Humane Association to produce and air *The American Humane Association Hero Dog Awards*, a national search for America's most remarkable dogs.
- February 8, 2011** Hallmark Channel acquires all 11 seasons and 264 episodes of Emmy® Award-winning sitcom *Frasier*. Series makes its debut on Hallmark Channel on April 4, 2011.
- February 1, 2011** *Goodnight For Justice*, starring Luke Perry and directed by Jason Priestly - both alums of *Beverly Hills 90210* – premieres on Hallmark Movie Channel, bringing the network it's highest ratings ever to-date with a 1.5 Household rating.
- December 6, 2010** Hallmark Channel announces the launch of "The Ultimate Holiday App", the most comprehensive holiday guide and gift book application now available at the Apple App Store for iPhone and iPad users.
- March 29, 2010** Hallmark Movie Channel officially becomes a Nielsen-measured cable network.
- March 4, 2010** The International Family Film Festival (IFFF) honors Hallmark Channel with the 3rd annual IFFF Film Excellence Award for its "consistently high standards, production qualities and excellence of storytelling in the family genre of cinematic arts."

- January 26, 2010** Hallmark Channel announces a multi-year strategic partnership with Martha Stewart Living Omnimedia, Inc., to exclusively televise original episodes of the Emmy™ Award-winning, popular daytime home and lifestyle series “The Martha Stewart Show” on Hallmark Channel beginning September 2010.
- January 5, 2010** Hallmark Channel, the leader in holiday programming with more than 450 hours of holiday-themed programs, delivers its highest-rated month in network history with a 1.5 Household Prime Time rating in December 2009, earning a #5 ranking among all ad-supported cable networks.
- October 19, 2009** Hallmark Channel and Hallmark Cards jointly announces a special night of programming entitled *Movie Night with Hoops&Yoyo*, the first-ever programming and marketing collaboration between the world-renowned card company and the cable television network.
- September 17, 2009** Hallmark Channel announces plans to present coverage of the country’s most popular New Year’s Day event, *The 121st Rose Parade*, on Friday, Jan. 1, 2010.
- June 1, 2009** William J. Abbott named President and Chief Executive Officer of Crown Media Holdings, Inc., owner and operator of Hallmark Channel and Hallmark Movie Channel.
- February 14, 2009** Hallmark Channel’s original holiday movie, *The Christmas Choir*, wins the MOVIEGUIDE® Epiphany award for most inspiring TV program of 2008.
- December 30, 2008** Hallmark Channel closes 2008 as its best year ever, ranking #8 in Primetime for the full year.
- May 20, 2008** Starcom and Hallmark Channel announce the first official deal of the '08-'09 Upfront season. The multi-million dollar deal includes multiple clients across the agency and features a multi-platform promotion, “Every Day is a Holiday,” which includes an on-air and online presence. This partnership allows the agency’s clients to choose a specific time of year important to their brands in order to break through the clutter with customized packages, including vignettes.
- May 3, 2008** Hallmark Channel is awarded a CAMIE Awards for the network’s commitment to wholesome programming as well as its original movie, *The Note*, starring Genie Francis.
- April 2, 2008** Hallmark Movie Channel in HD launches with a celebratory event in Peoria, Ill., to answer the age-old question, “Will it play in Peoria?”
- March 26, 2008** Hallmark Channel acquires the rights to one of the most popular baby boomer series, *Golden Girls*, from Disney-ABC Domestic Television.
- March 26, 2008** Hallmark Channel commissions a study from Millward Brown, which reports that baby boomers are more engaged with linear television and less likely to change the channel or multi-task while watching television. The study also found that boomers have more spending power and that 50% of boomers don’t stick to any one brand – good news for advertisers looking to attract new customers.
- January 15, 2008** Hallmark Channel and Limbo, the world’s largest mobile entertainment community, team up to create and launch the cable network’s first-ever mobile interactive initiative.

- November 28, 2007** Hallmark Channel completes a major deal with CBS Television Distribution to acquire several award-winning series, including the critically acclaimed *7th Heaven*, the ever popular *Cheers*, and classic baby boomer favorite, *I Love Lucy*, along with additional episodes of *Matlock* and *Touched By An Angel*.
- October 29, 2007** Hallmark Channel streams its award-winning original series, *Adoption*, on its website, www.hallmarkchannel.com, marking the first time the family-friendly network has scheduled a full-length program online.
- August 8, 2007** Crown Media announces it will launch Hallmark Movie Channel in HD in the first quarter of 2008. The high definition service is a response to the growing demand for family-friendly programming in a technologically advanced format.
- May 29, 2007** Hallmark Channel acquires *Murder, She Wrote* series from NBC Universal Domestic Television Distribution.
- May 1, 2007** Hallmark Channel surpasses the 80 million subscriber mark and is now available in over 82 million U.S. homes.
- March 27, 2007** Hallmark Channel launches *Watch With Me*, a new national public affairs initiative aimed to encourage family co-viewing. The multi-platform initiative will live on-air, on-line, and in-schools.
- March 27, 2007** Hallmark Channel commissions a study from Yankelovich which reveals that 88% of respondents feel there has been a significant increase in the number of television shows with sexual, violent, crude, or obscene content over the last five years and that 68% of parents think that there are not enough shows for parents and children to watch together.
- December 20, 2006** Hallmark Channel launches on Comcast Cable throughout the New England area and Boston.
- December 2, 2006** Hallmark Channel's original holiday movie premiere, *The Christmas Card*, scores a staggering 4.2 Household rating, making it the network's new highest-ever-rated telecast.
- November 25, 2006** The U.S. television premiere of *March of the Penguins* on Hallmark Channel ranks as the highest-rated telecast in network history to-date with a 4.1 Household rating.
- October 5, 2006** Crown Media Holdings, Inc. agrees to sell the domestic rights to its film library to RHI Enterprises, LLC. The sale includes all rights in the United States to the over 600 award-winning television movies, mini-series, and series in the Crown Media library.
- October 4, 2006** Henry S. Schleiff named President and Chief Executive Officer of Crown Media Holdings, Inc., owner and operator of Hallmark Channel and Hallmark Movie Channel.
- August 5, 2006** Hallmark Channel celebrates its 5th anniversary and continues to rank as the most successful cable network launch in history.
- October 17, 2005** Hallmark Channel reaches 70 million subscribers and continues to be the fastest-growing network since its launch (Aug '01-Aug '05).
- August 17, 2005** Hallmark Channel beats the broadcast networks to premiere the United States' first-ever televised biopic of the late Pope John Paul II. The four-hour movie event,

A Man Who Became Pope, scores the network's highest-ever weekday Prime Time delivery (1,050,000) at the time of air.

- January 20, 2004** Hallmark Channel launches its Sponsorship Solutions Unit, a new area within the National Advertising Sales department, which focuses on integrating advertisers' brands in the network's acclaimed original movies.
- November 11, 2003** Crown Media announces the test launch of a second 24-hour network, Hallmark Movie Channel, a digital network which airs original Hallmark Channel movies, Hallmark Hall of Fame presentations and films from the Crown Media library.
- November 5, 2003** Hallmark Channel secures key nationwide distribution agreement with Comcast. The network now has substantial carriage agreements with all major MSOs.
- July 29, 2003** Hallmark Channel announces the acquisition of several renowned series, including *Matlock*, *Little House on the Prairie*, *The Lone Ranger* and *M*A*S*H*, television's most-watched show of all time.
- June 9, 2003** Hallmark Channel's parent, Crown Media Holdings, Inc., signs agreement with iN DEMAND, under which Crown Media provides content for broadcast in high definition on iN DEMAND's HD networks.
- December 2, 2002** Hallmark Channel and Time Warner Cable complete a far-reaching agreement that markedly increases Time Warner Cable's existing carriage commitment of the channel.
- November 4, 2002** Hallmark Channel signs pivotal nationwide launch agreement with Adelphia Communications.
- October 14, 2002** Hallmark Channel and Hallmark Gold Crown® stores partner for the "Hallmark Keepsake Sweepstakes," launching the largest retail-basic cable marketing promotion ever.
- September 1, 2002** Hallmark Channel and Cable ONE announce agreement to add channel to premium digital offerings in 25 markets.
- August 19, 2002** Tom Berenger, Luke Perry, and Burt Reynolds wrangle cattle through Times Square. The "Johnson County War" stunt marks the largest marketing campaign to date for a Hallmark Channel original movie.
- August 5, 2002** Hallmark Channel celebrates its 1st anniversary and becomes the most successful launch in cable history, adding over 14 million subscribers and making it the fastest-growing cable network in that time frame.
- March 13, 2002** Hallmark Channel announces the production of 24 exclusive original movies from RHI Entertainment, LLC.
- October 15, 2001** Hallmark Channel secures large-scale distribution agreement with Charter Communications.
- August 5, 2001** Hallmark Channel launches.

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