





HALLMARK CHANNEL

Hallmark Channel provides a diverse slate of high-quality entertainment programming to a national audience of 85 million subscribers. The top-tier program service is distributed through more than 5,300 cable systems and communities as well as direct-to-home satellite services across the country. Hallmark Channel consistently ranks among the top 10 ad-supported cable networks in Prime Time and Total Day household ratings and is the nation's leading network in providing quality family-friendly entertainment.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	Varies with program* *There are exceptions, please call 212-445-6653 for details
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	85 million Households** <small>**Source: Nielsen, 4Q'07 HH UE - call network Distribution Services for details: (212) 445-6600</small>
Service Type:	Basic, Digital
Satellite Feed:	Dual
Launch Date:	August 2001
Ownership:	Crown Media Holding, Inc.

BENEFITS TO ADVERTISERS

1. An Engaged Audience
 - Hallmark Channel has the longest Primetime audience length of tune in cable.¹
2. High Quality Original Movies
 - 5 of Hallmark Channel premieres rank in the top 10 for delivering the highest composition of A25-54 with HHI \$75K+ among all original movie premieres on ad-supported cable in 2007.²
 - Hallmark Channel delivers the top 3 original movies among P2+ Length of Tune.³
3. Uncluttered Environment
 - Only 12 minutes-per-hour for national advertisers
 - Entitlement Sponsorship - Hallmark Channel offers a unique entitlement sponsorship with complete ownership of a movie. Commercial inventory is dramatically reduced (only 4 minutes per hour).
4. Sponsorships Solutions Unit
 - The Hallmark Channel Sponsorship Solutions Unit handcrafts creative ways to link advertiser brands with Hallmark Channel's programming and environment.

Sources: 1 Nielsen N Power Live Data; M-Su 8p-11p; Length of tune report for 3Q'07; ranked among all ad-supported cable networks
2 Nielsen MarketBreaks; all cable original movie premieres excluding mini-series (Jan '07 thru Sept. '07); Live + 7 data; % Composition of A25-54 HHI \$75K+ (Base: A25-54 Composite Impressions)
3 Nielsen N Power, all cable original movie premieres excluding mini-series (Jan '07 thru Sept. '07); Live data; P2+ & HH Length of tune report



HALLMARK CHANNEL

RESEARCH

VIEWER TARGETED

Women: 18-49, 25-54

Persons: 18-49, 25-54

VIEWER PROFILE

Hallmark Channel's programming attracts a loyal audience of adults who value family & enjoy life.

Male/Female Skew: 36% / 64%¹
 Marital Status: 65% of the viewing audience is married²
 Family Size: 63% have 3+ people in the household³

<u>Base: Adults 25-54 (Consider the following statements to be "very important")³</u>	<u>Index</u>
"Protecting the family & having safety for loved ones"	114
"Stable personal relationships: maintaining a long-term commitment to friends & love ones"	115
"Fulfilling obligations to family, community & country"	118
"Enjoying life: doing things because I like them"	111

Sources: 1 Nielsen Media Research 1Q07-3Q06; Live Data; M-Su 6p-12m; Base: A25-54
 2 MRI Spring 07, Base: A18+
 3 MRI Spring 07; Indexed to Total US; Base: A25-54

VIEWER LIFESTYLE

Base: Adults 25-54

<u>Entertainment/Last 30 Days</u>	<u>Index</u>	<u>Health/Last 12 Months</u>	<u>Index</u>
Dined at a family restaurant & steakhouse 4+ time	112	Used any generic prescription remedy	126
Bought 5+ DVDs	108	Used any branded prescription remedy	124
		Obtained info about ailment/prescription drugs from a pharmacist	122
<u>Shopping/Last 30 Days</u>		Asked your doctor about an advertised prescription medicine	121
Shopped at department, clothing & specialty stores 10+ times	125	Obtained info about ailment/prescription drugs from a advertisement	114
Shopped at food stores, grocery & warehouse/club stores 10+ times	121	Obtained info about ailment/prescription drugs from the internet	109
Shopped at shoes stores 3+ times	118	<u>Presently Controlling Diet:</u>	
Shopped at drug stores 10+ times	108	Buy food labeled low-carb	125
<u>Computer/Internet/Last 30 Days</u>		Buy food labeled fat-free	115
Played games online	129	Buy food labeled high fiber	115
Obtained medical information on the Internet	124	Buy food labeled sugar-free	115
Visited a TV network or TV show's website	112	Buy food labeled low-cholesterol	112
Obtained information for new or used car purchase	104	Buy food labeled low-calories	111
<u>Automotive/Last 12 Months</u>		Buy food labeled low sodium	107
Bought most recent purchase/lease with a trade-in	123		
Decision maker for 3+ vehicles	113	<u>Financial/Investment/Last 12 Months</u>	
Most recent purchase/lease: domestic auto bought new	112	Personally have a mortgage refinance/consolidation loan	131
Lease or own 3+ automobiles	110	Current home was custom built	114
		Used any department store credit card	113
		Personally own U.S. savings bonds	110

Source: MRI Spring 2007, Indexed to Total U.S. Base: A25-54

DAYPART VIEWING

Please contact a Hallmark Channel representative for information.



HALLMARK CHANNEL

PROGRAMMING

PROGRAMMING GENRES: Entertainment, Drama, Comedy, Family

VIEWER TARGETED PROGRAMMING

Please contact a Hallmark Channel representative for information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Special Events

The Hallmark brand is known for holidays, and Hallmark Channel creates a multi-platform promotion for major holidays.

- Valentine's Day
- Mother's Day
- Father's Day
- Christmas

Hallmark Channel Original Productions

Daniel's Daughter - Starring Laura Leighton. A young media mogul engaged to a powerful businessman returns home to Ireland to bury her father's ashes. In the course of getting in touch with her past, she falls in love with a hometown lawyer.

The Good Witch - A woman moves into a small town and buys the supposed "haunted house." Some of the townspeople are suspicious, but in the end, she changes the lives of many with her "magical" ways.

Charlie & Me- Starring: Tom Bosley. A fourteen-year-old girl, who suffered the loss of her mother, spends time with her beloved grandfather after he recovers from cardiac arrest. In their time spent together, warm sentiments are shared and the past is forgotten by looking into the future.

Briday Fever- Starring: Delta Burke and Andrea Roth. After numerous trips down the aisle as bridesmaids, three girlfriends in their early 30's are on a mission to get married. A flamboyant romance writer with more than a little experience in marriage gives them advice.

Final Approach- Starring: Dean Cain, Lea Thompson and Anthony Michael Hall - A high-tech, high-stakes thriller on a commercial airliner, weaving together the lives of strangers who must rely on each other to survive. As fighter jets scramble to intercept the plane, the plot is foiled at the last second, saving thousands.

Shell Seekers- Starring Vanessa Redgrave. Penelope Keeling, the sixty-four-year-old daughter of a famous artist, reflects on her life, and the fate and choices that defined it, when she arrives in the Mediterranean to stay with her headstrong daughter. The truth of Penelope's rich, heartbreaking, and surprising life unfolds.

Hallmark Channel Acquisitions

In 2006, Hallmark Channel secured 39 Warner Bros. feature films. The list of films scheduled for 2008 includes:

Miss Congeniality - Starring Sandra Bullock and Benjamin Bratt

Bridges of Madison County - Starring Clint Eastwood and Meryl Streep

Willy Wonka and the Chocolate Factory - Starring Gene Wilder and Jack Albertson

Driving Miss Daisy - Starring Morgan Freeman and Jessica Tandy

Forever Young - Starring Mel Gibson and Jamie Lee Curtis

Mickey Blue Eyes - Starring Hugh Grant and James Caan

Hallmark Hall of Fame Collection - Hallmark Channel is the only place on cable where clients can sponsor these award-winning productions from the most honored programs in TV history.

Programming is subject to change



HALLMARK CHANNEL

LEADING NATIONAL ADVERTISERS

American Express	Geico	Macy's	Sara Lee
AOL	General Mills	MasterCard	Schering Plough
Applebee's	General Motors	MasterFoods	Sears
Bank of America	GlaxoSmithKline	Moen	Sonic
Black & Decker	Hershey's	Mutual of Omaha	Staples
Bristol-Myers	Hewlett Packard	Nestlé	State Farm
Buena Vista	Honda	Novartis	Subaru
Burger King	Jenny Craig	NY Life	Tyson
Capital One	JP Morgan Chase	Olive Garden	Visa
Carnival Cruises	Kay Jewelers	Paramount	Walgreens
Coca-Cola	K-Mart	Petsmart	Wal-Mart
Discover Card	Kraft	Pizza Hut	Warner Bros.
Disney	L'Oreal	RadioShack	Zales
e-Harmony	Long John Silver's	Revlon	

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.hallmarkchannel.com
 Affiliate Website: www.insidehallmarkchannel.com
 National Ad Sales Website: www.adsales.hallmarkchannel.com