



W NETWORK BRINGS HALLMARK CHANNEL TO CANADA IN LANDMARK CONTENT DEAL WITH CROWN MEDIA

Innovative Content Deal Makes Corus Entertainment the Exclusive TV Partner for Crown Media Family Networks in Canada

Multi-Year, Multi-Platform Channel Partnership Debuts November 2018 with “Hallmark Channel’s Countdown to Christmas” on W Network

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For Immediate Release

TORONTO, October 25, 2018 – Corus Entertainment’s **W Network** and Crown Media Family Network’s **Hallmark Channel** announced today an exclusive multi-year, multi-platform channel partnership that brings the United States’ most iconic family-friendly entertainment brand, along with its beloved content, to Canada for the first time ever. Beginning **November 1, 2018**, Canadians will experience W Network, the country’s **#1 channel for W25-54***, in a whole new way, with the launch of Hallmark Channel and its highly popular original movies, which will air in conjunction with seasonal programming franchises and branded weekend movie blocks. The partnership grants W Network exclusive Canadian licensing rights to all movies and scripted series produced by Crown for Hallmark and Hallmark Movies & Mysteries.

“This partnership marks another milestone for W Network’s elite schedule, bringing Canadians even more premium content from a global leader in original programming,” said Daniel Eves, SVP of Specialty, Corus Entertainment. “This marriage of brands boldly boosts our position as a leading specialty network and we’re proud to be the first to bring the Hallmark Channel to Canada.”

Hallmark Channel’s launch on W coincides with the kick-off of the U.S. cable network’s annual two-month “**Countdown to Christmas**” event, allowing Canadians to celebrate the season with the channel’s signature holiday movies, including a selection of brand new 2018 titles that will make their Canadian debuts in conjunction with the U.S. world premieres.

“The strong ratings our content has delivered on other platforms, along with the constant drumbeat of requests for Hallmark Channel in Canada, creates a great opportunity to significantly expand the network’s reach beyond the United States,” said Crown Media Family Networks’ President & CEO, Bill Abbott. “With the imminent kick-off of our wildly popular ‘Countdown to Christmas’ event, this is a particularly exciting time to partner with Corus and introduce Canadians to our unique brand of family programming. We look forward to entertaining W Network’s audience throughout the season and beyond.”

Hallmark Channel’s Countdown to Christmas on W packs a festive punch of movies and stars including: *Christmas at Pemberley Manor* starring Jessica Lowndes (*90210*) and Michael Rady (*The Sisterhood of the Traveling Pants*), *Road to Christmas* with Jessy Schram (*Veronica Mars*) and Chad Michael Murray (*One Tree Hill*), and *Mingle all the Way* with Jen Lilley (*The Artist*), Brant Daugherty (*Fifty Shades Freed*), and Lindsay

Wagner (*The Bionic Woman*). View the entire schedule for Hallmark Channel's Countdown to Christmas at www.wnetwork.com.

Following the holidays, W Network will present five other Hallmark Channel-branded seasonal programming stunts including: "Countdown to Valentine's Day", "Spring Fever", "June Weddings", "Summer Nights", "Fall Harvest", and "Winterfest". Beyond seasonal programming initiatives, W Network will host Hallmark Channel-branded movie blocks every weekend, with custom promotional and in-show elements including promos, bugs, IDs, and lower-thirds. As the premiere destination for Hallmark Channel in Canada, W Network has more than 35 titles in the queue for the broadcast year, in addition to a curated selection of third-party movies that complement the existing catalogue.

All Hallmark titles will premiere first on W Network before being made available on W On Demand. For full scheduling information, visit www.wnetwork.com/schedule.

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Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 44 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Hallmark Channel

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 86 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

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