



## **Crown Media Holdings and the National Cable Television Cooperative Announce Renewal of Distribution Agreement**

STUDIO CITY, Calif., Dec 09, 2010 (BUSINESS WIRE) -- Crown Media Holdings, Inc. (NASDAQ:CRWN), owner and operator of Hallmark Channel and Hallmark Movie Channel, today announced a multi-year renewal of its distribution agreement with the National Cable Television Cooperative (NCTC). Under the terms of the new deal, Hallmark Channel and Hallmark Movie Channel will continue to be available to NCTC's 1,000 member companies.

"We are delighted to announce the renewal of this affiliation agreement with the NCTC whose member companies are outstanding partners," said Bill Abbott, President and CEO, Crown Media Holdings, Inc. "This new agreement reflects NCTC's and Hallmark Channels' emphasis on quality and service to our respective subscribers and viewers."

"NCTC is pleased to offer our members and their subscribers this agreement that provides for continued carriage of Hallmark Channel and Hallmark Movie Channel," said Frank Hughes, Senior Vice President of Programming, NCTC.

### **About Crown Media Holdings, Inc.**

Crown Media Holdings, Inc. (NASDAQ:CRWN) owns and operates cable television channels dedicated to high quality, broad appeal, entertainment programming. The Company currently operates and distributes Hallmark Channel in both high definition (HD) and standard definition (SD) to 87.3 million subscribers in the U.S. Hallmark Channel is one of the nation's leading networks in providing quality family programming with an ambitious slate of original TV movies, general entertainment and home and lifestyle content. Crown Media also operates a second 24-hour linear channel, Hallmark Movie Channel, available in both HD and SD, which focuses on family-friendly movies with a mix of classic theatrical films, presentations from the acclaimed Hallmark Hall of Fame library, original Hallmark Channel movies and special events.

### **About NCTC**

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for nearly 1,000 member companies who own and operate cable systems throughout the United States and its territories. 17 of the top 20 cable operators in the U.S. are NCTC members, who collectively serve over 26.7 million cable subscribers. NCTC is located in Lenexa, Kansas.

### **Forward-looking Statements**

*Statements contained in this press release may contain forward-looking statements as contemplated by the 1995 Private Securities Litigation Reform Act that are based on management's current expectations, estimates and projections. Words such as "expects," "anticipates," "intends," "plans," "believes," "estimates," variations of such words and similar expressions are intended to identify such forward-looking statements. Forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from those projected or implied in the forward-looking statements. Such risks and uncertainties include: competition for distribution of channels, viewers, advertisers, and the acquisition of programming; fluctuations in the availability of programming; fluctuations in demand for the programming Crown Media airs on its channels; and other risks detailed in the Company's filings with the Securities and Exchange Commission, including the Risk Factors stated in the Company's most recent 10-K and 10-Q Reports. Crown Media Holdings is not undertaking any obligation to release publicly any updates to any forward looking statements to reflect events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.*

SOURCE: Crown Media Holdings, Inc.

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