

SLING TV LAUNCHES LEADING FAMILY ENTERTAINMENT NETWORKS, HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES

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ENGLEWOOD, Colo., Oct 19, 2016 -- Bolstering its family entertainment programming, Sling TV today launched Crown Media Family Networks' two distinct networks, Hallmark Channel and Hallmark Movies & Mysteries, now available in the "Lifestyle Plus Extra" add-on pack for both its Orange and Blue Services.

"Families are embracing our service and the wide array of family-friendly programs on Hallmark Channel and Hallmark Movies & Mysteries makes Sling TV the perfect option for families looking to customize their entertainment," said Roger Lynch, CEO of Sling TV. "Just in time for the holidays, subscribers can enjoy both networks' seasonal programming events, which include original movies and special programs like the 'National Christmas Tree Lighting' on December 5."

"We are delighted to partner with Sling TV and to further extend the reach of our unique brand of family entertainment," said Bill Abbott, President & CEO, Crown Media Family Networks. "The timing of these launches couldn't be better as we embark on our holiday season and the October 29th kick-off of our highly-anticipated and top-rated 24/7 seasonal programming events – 'Countdown to Christmas' on Hallmark Channel and 'The Most Wonderful Movies of Christmas' on Hallmark Movies & Mysteries."

Hallmark Channel on Sling TV features a diverse slate of original family-friendly content including light-hearted romantic movies, primetime scripted series, annual specials, and Emmy-nominated two-hour daytime lifestyle program, "Home & Family," plus 20 hours of on-demand programming. In addition to Hallmark Channel's original offerings, Sling TV subscribers will also have access to the network's lineup of series, including "The Middle," "I Love Lucy," "Golden Girls" and "Frasier."

Hallmark Movies & Mysteries, Crown Media Network's second general entertainment network, also available today in Lifestyle Plus Extra, brings more of Crown Media's programs to Sling TV with original dramatic films and popular mystery movie series.

Both Hallmark Channel and Hallmark Movies & Mysteries will automatically appear in the channel guide of Sling TV customers with Lifestyle Plus Extra. Sling Orange and Sling Blue customers who do not currently subscribe to Lifestyle Plus Extra can purchase the add-on pack for \$5 per month at sling.com.

About Sling TV

Sling TV L.L.C. provides over-the-top television services, including general market, Latino and International live and on-demand programming. It is available on televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two streaming services, which collectively include more than 100 channels and programming content from Disney/ESPN (Sling Orange only), Fox (Sling Blue only), NBC (Sling Blue only), NHL Network, Pac-12 Networks, HBO®, STARZ, AMC, A&E, Turner, Scripps, GSN, Hallmark, Viacom, EPIX, AXS and Univision. Additionally, Sling TV offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling International currently provides more than 250 channels in 20 languages across multiple devices to U.S. households. Sling TV is a next-generation service that meets the entertainment needs of today's contemporary viewers. Visit <https://www.sling.com/>.

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