



HALLMARK CHANNEL & BASKIN-ROBBINS FORM STRATEGIC PARTNERSHIP TO CELEBRATE THE HOLIDAY SEASON & NETWORK'S COUNTDOWN TO CHRISTMAS

Baskin-Robbins to Feature Special Flavor, Winter White Chocolate,

Inspired By New Hallmark Channel Original Movie, Northpole,

In Participating Stores Nationwide Throughout the Month of November

Hallmark Channel, the heart of TV and the #1 destination for holiday programming, and Baskin-Robbins, the world's largest chain of ice cream specialty shops, have formed a strategic and mouthwatering partnership surrounding the premiere of one of the network's new original Countdown to Christmas movies, NorthPole. Beginning November 1st, participating Baskin-Robbins shops nationwide – nearly 2,500 across 43 states - will open their doors to NorthPole-inspired ice cream treats, including Winter White Chocolate® ice cream, which features white chocolate-flavored ice cream, swirled with cherry pieces in chocolate-flavored coating and a cherry ribbon. Baskin-Robbins shops will also feature a special Winter White Chocolate Brownie Sundae and Winter White Chocolate Milkshake during the month of November, as well as promotional signage driving tune in to the movie's premiere on November 15th at 8pm ET/PT 7C.

Produced in collaboration with parent company, Hallmark Cards, NorthPole stars Tiffani Thiessen ("Beverly Hills, 90210"), Josh Hopkins ("Cougar Town"), Bailee Madison ("Trophy Wife," "Pete's Christmas") and Max Charles ("Mr. Peabody & Sherman") and will be a tent pole in Hallmark Channel's annual Countdown to Christmas programming initiative.

"Baskin-Robbins is a classic family brand, making them an ideal partner in celebrating Hallmark Channel's new original film, Northpole," said Susanne McAvoy, executive vice president, marketing, creative & communications, Crown Media Family Networks. "Having a specialty ice cream flavor inspired by the movie will draw our passionate Countdown to Christmas fans into their stores and engage them in a unique way, while further driving awareness of our holiday programming among Baskin-Robbins' many loyal customers."

"With the holiday season right around the corner, we're excited to partner with Hallmark Channel to offer our guests NorthPole inspired ice cream treats all month long at Baskin-Robbins," said John Costello, President, Global Marketing and Innovation for Dunkin' Brands. "Winter White Chocolate ice cream features the delicious flavors of the winter season, including white chocolate and cherry, so it is the perfect flavor to celebrate Hallmark Channel's new original movie. We hope our guests enjoy this flavor, as well as our special Winter White Chocolate Brownie Sundae and Winter White Chocolate Milkshake."

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality family entertainment available in high definition (HD) and standard definition (SD) to a national audience of 86 million subscribers. Hallmark Channel is the nation's leading destination for quality family programming featuring an ambitious slate of original content, including movies; scripted series, such as Cedar Cove and When Calls the Heart; annual specials like Hero Dog Awards and Kitten Bowl; and a daily 2-hour lifestyle show, Home & Family. Hallmark Channel is also home to annual holiday franchise, Countdown to Christmas, featuring a lineup of 24/7 holiday programming, including The 12 New Movies of Christmas. Rounding out the networks' lineup are television's most beloved sitcoms and series, including The Golden Girls, The Middle, Little House on the Prairie, and Frasier. Hallmark Channel's sibling network, Hallmark Movies & Mysteries, available in HD and SD, features a unique mix of content including original movies and acquired series that are dramatic in tone and focus on the lighter side of the mystery genre, as well as classic presentations from the acclaimed Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#) (Join the conversation at #HeartofTV), [Pinterest](#), [tvtag](#), [YouTube](#)

ABOUT BASKIN ROBBINS

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 35th annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,400 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,200 ice cream flavors and a wide variety of delicious treats. In 2013, more than 13 million ice cream cakes were sold in Baskin-Robbins shops worldwide. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.