



**Henry S. Schleiff**  
*President & Chief Executive Officer*  
Crown Media United States, LLC

July 26, 2007

Chairman Edward J. Markey  
Chair of the House Subcommittee of  
Telecommunications and the Internet  
5 High Street, #101  
Medford, MA 02155

Dear Chairman Markey:

I am writing to you, today, in my position as President and CEO of Crown Media Holdings, Inc. which owns and operates the Hallmark Channel, a 24-hour basic cable network that provides a diverse slate of high quality entertainment programming to a national audience of 83 million subscribers. This 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 programming. Crown Media also operates a second 24-hour linear channel, Hallmark Movie Channel.

While I have long been an admirer and supporter of your own public service initiatives, I was particularly impressed with your efforts to prevent further deaths due to cigarette smoking and, in that regard, your efforts to get studios and producers to eliminate tobacco brand imagery in their movies. Hallmark Channel is now the largest producer of quality original movies in the cable network industry and, indeed, anticipates producing over 27 original movies in 2008. As, hopefully, you and your family are viewers of the Hallmark Channel, you already know that our original movies are aimed at providing entertainment for the whole family and, accordingly, that we share your desire to provide good examples to the youth of this nation.

It is, therefore, our decision to make a commitment to you that we will discourage and, in fact, seek to eliminate any further depiction of cigarette smoking in our original movies. We hope that this decision will serve as an example for other cable networks that produce movies to follow and, most importantly, that it contributes to your efforts to discourage further cigarette smoking. Indeed, watching an original, beautifully produced, entertaining and, often, inspiring original movie on the Hallmark Channel with your family is healthy for one and all – smoking is not....

We are personally delighted and professionally proud to support you in this most important initiative.

Warmest personal regards

HSS/pp

**Crown Media**  
UNITED STATES, LLC  
A Crown Media Holdings, Inc. Company