

Hulu Adds 14 New Channels To Live TV Line-up

New Additions to the Hulu + Live TV Subscription Include The Weather Channel,

Hallmark Channel and Vevo Holiday

Today, Hulu announced it is adding 14 new channels to its Live TV line-up including Hallmark Channel, The Weather Channel, TheGrio Television Network, Comedy.TV, and six channels from Vevo, the world's leading music video network. The new additions bolster Hulu + Live TV's robust offering, providing viewers with a full, live and on-demand TV experience. The subscription now includes more than 85 channels featuring live sports, national and local news, and entertainment, Hulu's massive on-demand streaming library, award-winning Originals, next-day network TV shows, access to Disney+ and ESPN+, and features such as unlimited DVR.

Last week, it was announced the streamer's live TV service grew to 4.4 million total subscribers [10% year over year growth], cementing it as one of the largest in the U.S.

"We have been listening to our subscribers and are thrilled to bring some of their most requested channels to our service just in time for the holidays," said Reagan Feeney, SVP, Live TV Content Programming and Partnerships for Hulu. "With these additions, Hulu + Live TV continues to be one of the most valuable live TV streaming destinations on the market, offering subscribers access to more than 85 live channels and entire on-demand content libraries from Hulu, Disney+, and ESPN+."

The launch schedule for the new channels is as follows:

November 1

The Weather Channel - The Emmy® Award-winning iconic global standard for all news and information related to weather, climate, and technology. For 11 consecutive years, Harris Poll has ranked The Weather Channel as the "TV News Brand of the Year."

Comedy.TV - A network dedicated to today's funniest comedians, featuring a mix of live concert performances, talk shows, variety shows, sitcoms, game shows, movies, and original content including Funny You Should Ask and Comics Unleashed.

November 14

Hallmark Channel - Hallmark Channel features an ambitious slate of new, original

content, including movies and scripted series. It is also home to the popular annual holiday franchise *Countdown to Christmas*, which features a 24/7 lineup of holiday programming, including all-new original holiday movie premieres every Friday, Saturday, and Sunday night throughout the season.

Hallmark Movies & Mysteries - Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense

and mystery genres. The network also features its own annual holiday programming franchise, *Miracles of Christmas*.

Hallmark Drama (with Entertainment Add-On) - Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and spotlights movies and series from Hallmark Media's collection of original dramatic content.

December 1

Vevo Pop - Vevo Pop features 24/7 programming of the latest top charting music videos from the biggest Pop artists, such as Justin Bieber, Lady Gaga, Camila Cabello and more.

Vevo Hip-Hop - Curated by Vevo's in-house experts, Vevo Hip-Hop showcases the best music videos from trap to rap, including artists such as Lil Baby, Kendrick Lamar, Drake and more.

Vevo Country - Vevo Country boasts nothing but 24/7 hit music videos from the biggest Country artists, from Luke Combs to Miranda Lambert and Kane Brown.

Vevo '80s - Tune in to Vevo '80s to enjoy music videos from your favorite '80s artists across all genres, from Bon Jovi, to Whitney Houston, to Cyndi Lauper and more.

Vevo '90s - From grunge to gangsta to boy bands, the biggest music videos of the '90s are found here. Artists featured on Vevo '90s include Nirvana, Mariah Carey, TLC, Backstreet Boys, and more.

Vevo Holiday - Vevo's largest holiday TV lineup to date features carefully curated, 24-hour programming ranging from traditional Christmas music, such as "Silent Night" and "O Holy Night", to holiday classics, such as "Winter Wonderland" and "Let It Snow!", and newer hits, such as "Mistletoe" and "Santa Tell Me."

TheGrio Television Network - A television network bringing viewers award-winning television shows, movies, sports, news, documentaries, and specials focusing on the African American consumer.

JusticeCentral.TV - A network dedicated to Emmy® Award-winning Judges and Emmy® Award-nominated court shows, legal news, and the world's biggest trials.

The Weather Channel en Español - America's first and only Spanish-language version of the iconic global standard for all news and information related to weather, climate, and technology.

For more information and to sign-up for Hulu + Live TV, visit: <https://www.hulu.com/live-tv>.

About Hulu

Hulu is the leading and most comprehensive all-in-one premium streaming service that offers an expansive slate of live and on-demand entertainment, both in and outside the home, through a wide array of subscription options that give consumers ultimate control over their viewing experience. As part of Disney's Media and Entertainment Distribution segment, Hulu is the only on-demand offering that provides access to shows from every major U.S. broadcast network, libraries of hit TV series and films – including licensed content available exclusively on Hulu – and award-winning Hulu Originals, both with and without commercials. With Hulu + Live TV, subscribers receive a unique combination of

access to 80+ live news, entertainment and sports TV channels from 20th Television, The Walt Disney Company, ABC, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks, as well as Disney+ and ESPN+ included as part of the base plan. Visit [hulu.com](https://www.hulu.com) to subscribe or learn more about the service.

About Allen Media Group

Chairman and CEO Byron Allen founded Allen Media Group/Entertainment Studios in 1993. Headquartered in Los Angeles, it has offices in New York, Chicago, Atlanta, and Charleston, SC. Allen Media Group owns 27 ABC-NBC-CBS-FOX network affiliate broadcast television stations in 21 U.S. markets and thirteen 24-hour HD television networks serving nearly 220 million subscribers: THE WEATHER CHANNEL, THE WEATHER CHANNEL EN ESPAÑOL, PETS.TV, COMEDY.TV, RECIPE.TV, CARS.TV, ES.TV, MYDESTINATION.TV, JUSTICE CENTRAL.TV, THEGRIO TELEVISION NETWORK, BLACK NEWS CHANNEL, THIS TV, and PATTRN. Allen Media Group also owns the streaming platforms HBCU GO, THE GRIO STREAMING APP, SPORTS.TV, THE WEATHER CHANNEL STREAMING APP and LOCAL NOW--the free-streaming AVOD service powered by THE WEATHER CHANNEL and content partners, which delivers real-time, hyper-local news, weather, traffic, sports, and lifestyle information. Allen Media Group also produces, distributes, and sells advertising for 70 television programs, making it one of the largest independent producers/distributors of first-run syndicated television programming for broadcast television stations. Allen Media Group International Television continues to extend its corporate branding and content around the globe. It currently has active license agreements and programming in South Africa, The United Arab Emirates, Australia, The Bahamas, Canada and New Zealand. With a library of over 5,000 hours of owned content across multiple genres, Allen Media Group provides video content to broadcast television stations, cable television networks, mobile devices, and multimedia digital. Our mission is to provide excellent programming to our viewers, online users, and Fortune 500 advertising partners.

In 2016, Allen Media Group purchased The Grio, a highly-rated digital video-centric news community platform devoted to providing African-Americans with compelling stories and perspectives currently underrepresented in existing national news outlets. The Grio features aggregated and original video packages, news articles and opinion pieces on topics that include breaking news, talk, sports, politics, health, business and entertainment. Originally launched in 2009, the platform was then purchased by NBC News in 2010. The digital platform remains focused on curating exciting digital content and currently has more than 100 million annual visitors.

About Hallmark Media

Owned and operated by Hallmark Cards, Inc., Hallmark Media is home to Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise Countdown to Christmas featuring a 24/7 lineup of holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, Miracles of Christmas. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and spotlights movies and series from Hallmark Media's collection of original dramatic content. Hallmark Media is also home to Hallmark Movies Now, the company's subscription streaming service, which offers commercial-free, feel-good movies and series from Hallmark Channel, Hallmark Movies & Mysteries, and more, including exclusive content you can't find anywhere else.

About Vevo

Vevo is the world's leading music video network, connecting an ever-growing global audience to high quality music video content for more than a decade. Founded by Universal Music Group and Sony Music Entertainment in 2009, Vevo offers fans worldwide a vast array of premium content to choose from, showcasing official music videos alongside a constantly developing lineup of live performances and innovative original programming. From top superstars to rising new talents, Vevo brings incomparable cross-promotional support to artists across the musical spectrum, at every stage of their careers.

Vevo has consistently evolved over the past decade to lead within today's ever-changing media landscape, embracing partnerships with a number of leading distribution platforms to deliver extraordinary content within ad-supported environments. With more than 25B views across television, desktop and mobile devices each month, Vevo brings music videos to the world – when, where, and how fans want them.