



NEWS RELEASE

FOR IMMEDIATE DISTRIBUTION

**INCENDO CO-PRODUCTION "LOVE ON SAFARI"
MOST WATCHED AND HIGHEST RATED CABLE PROGRAM OF THE WEEK IN THE U.S.**

Montreal, August 3rd 2018 – Incendo, Canadian leader in television production and distribution based in Montreal, is very proud to announce that its made-for-television movie **LOVE ON SAFARI** premiered Saturday July 28th on the Hallmark Channel as the most watched and highest rated cable program of the day and of the week among households, excluding news and sports. The network ranked #1 in prime time and total day ratings in the United-States.

LOVE ON SAFARI is a Leif Films International, Mannequin Pictures CC and Incendo international co-production developed for Hallmark and shot entirely in South Africa. The cast includes Lacey Chabert in the leading role of Kira Slater, and Canadian actors Jonathan Cor and Brittany Bristow. Incendo holds worldwide distribution rights. **LOVE ON SAFARI** has been licensed in Canada to Groupe V Média and Rogers Media.

Key Nielsen Highlights (L+SD)

Saturday, July 28 – "Love on Safari"

- Averaged a 2.5 Household rating, 2.6 million Total Viewers and 376,000 Women 25-54
- The original premiere helped boost Hallmark Channel to be the highest-rated cable network on Saturday in both Prime Time and Total Day among Households
- Reached over 3.6 million unduplicated Total Viewers

Source: Nielsen, July 23-29, 2018

LOVE ON SAFARI : Kira is an up and coming American based web designer who travels to South-Africa in order to sell the Wildlife Reserve, Ukuthula, left to her by her Great Uncle to a young Hotel mogul, Artie Harrington. Once she arrives in South Africa her plans take an unexpected turn as she realizes that selling might not be the best decision for the reserve or its employees. Together with the passionate game ranger, Tom, his sister Alley, and the lodge bookkeeper Lwazi, they work together to ultimately save the reserve from bankruptcy as well as Harrington's greedy hands.

About Leif Films International

Leif Films finances and directs MOWs (movies of the week) and theatrical films in the holiday, romance and suspense markets. It has had special interest in historically truthful messages and strong female protagonists.

About Mannequin Pictures CC

Mannequin Pictures is a Film, Television and Commercial Production Company based in Johannesburg, South Africa. Formed in 2007 by award winning producers, Kyle Ambrose and Delon Bakker the company prides itself in working with contemporary South African storytellers that pursue the magic in all spheres of moving pictures.

About Hallmark

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 88 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier." Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

About Incendo

Incendo is a Canadian company that specializes in the production and international distribution of high quality television programming for the worldwide marketplace. Since its inception in 2001, the company has produced compelling movies, television series as well as documentaries that have been sold throughout the world. Through its joint venture with 20th Century Fox International Television (Fox/Incendo), Incendo is the leading television distribution company in Canada and also handles theatrical distribution in Québec for Paramount Pictures. Based in Montreal, the company also has offices in Toronto and Los Angeles. For more information, including trailers and upcoming projects, please visit www.incendo.ca.

Source: Incendo

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