

CROWN MEDIA FAMILY NETWORKS TAPS SAMANTHA DiPIPPA

AS VICE PRESIDENT OF DEVELOPMENT

New York, NY, January 23, 2017 – Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today the appointment of **Samantha DiPippo** as Vice President of Development. Based in Crown Media’s New York office, DiPippo reports to Randy Pope, Senior Vice President, Programming.

In this newly created role, DiPippo is responsible for the sourcing and development of original scripted content for Hallmark Channel and Hallmark Movies & Mysteries. Working closely with Crown Media’s west coast programming team, she will shepherd assigned movies and series projects through all aspects of the production process from ideation to final delivery.

“In 2017, we will have more new original content than ever before, with 89 movies, three scripted series, a daily 2-hour lifestyle program, and six specials across our two networks,” said Michelle Vicary, Executive Vice President, Programming & Network Publicity, Crown Media Family Networks. “Samantha will strengthen our presence in the East Coast production community and be instrumental in helping us manage this tremendous volume of programming as Hallmark Channel and Hallmark Movies & Mysteries continue on an exciting trajectory of growth.”

DiPippo joins Crown Media from Lifetime Networks where she acted director of co-productions and acquisitions. Previously, she held positions in the programming and scheduling departments at both truTV and History.

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ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable’s leading family friendly networks, Hallmark Channel and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 90 million subscribers and Hallmark Movies & Mysteries in 67 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as “When Calls the Heart,” and “Good Witch” and “Chesapeake Shores”; annual specials including “Hero Dog Awards” and “Kitten Bowl”; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, “Home & Family.” Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Rounding out the network’s lineup are television’s most beloved comedy and drama series, including “The Golden Girls,” “The Middle,” “Frasier,” “Last Man Standing” and “Home Improvement.” Hallmark Movies & Mysteries is a separate 24-hour, digital

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, "Most Wonderful Movies of Christmas," as well as presentations from the multi-award-winning Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)