

CROWN MEDIA FAMILY NETWORKS TAPS PATRICK VAN DE WALLE AS DIRECTOR, DISTRIBUTION

New York, NY – May 16, 2017 -- Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today that experienced affiliate distribution executive, Patrick Van De Walle, will be joining the company as Director, Distribution. Van De Walle is based in Crown Media's Chicago office and reports to Lisa Barroso, SVP, Distribution.

Van De Walle will be responsible for distributing Hallmark Channel and Hallmark Movies & Mysteries content through linear, OTT, VOD, TVE and emerging platforms. In addition to overseeing corporate and field accounts, he will develop and negotiate innovative strategies to grow subscribers across both networks.

"As we continue to expand Hallmark Channel and Hallmark Movies & Mysteries' presence across multiple platforms, it is more important than ever that we have a strong, knowledgeable affiliate team in place," said Barroso. "Patrick's thorough understanding of the rapidly evolving landscape makes him an excellent fit at Crown Media and I'm confident he will play an integral role in further maximizing our networks' distribution in both the linear and digital spaces."

Van De Walle joins Crown Media from Tribune Media where he acted as Vice President, Affiliate Sales, Central Region. In this role, he oversaw an eighteen-state territory and negotiated multiple distribution contracts. Previously, he held roles as Director and Assistant Director of Affiliate Sales, Central Region, at Tribune Media. Van De Walle holds a B.S. in Public Relations from Marquette University.

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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 88 million subscribers and Hallmark Movies & Mysteries in 66 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](#)

