

Crown Media



CROWN MEDIA FAMILY NETWORKS EXPANDS BUSINESS AND LEGAL AFFAIRS DIVISION WITH APPOINTMENTS OF NEW DIRECTORS, REVELLA COOK AND MARGARET JOHNSON

New York, NY, July 9, 2018 – Crown Media Family Networks announced today the recruitment of **Revella Cook** and **Margaret Johnson** as directors of business and legal affairs. Both are based in Crown Media’s Los Angeles office and report to Deanne Stedem, executive vice president and general counsel.

In these newly created positions, Cook and Johnson will support Paul Balelo, senior vice president, business and legal affairs, in managing business affairs activities related to content acquisition, development, production, and post-production. They will also be responsible for negotiating various deals pertaining to talent, content, rights, and services, while advising the company on legal rights, obligations, and privileges.

“With the significant expansion of our original programming slates and our portfolio of businesses – including the recent launches of a third linear network, Hallmark Drama; subscription video on-demand service, Hallmark Movies Now; and publishing e-book division, Hallmark Publishing – it became essential that we add more legal talent to our team,” said Stedem. “Both Revella and Margaret have impressive track records of strategic thinking and broad legal expertise within the media sector and I am confident they will make valuable contributions to the continued growth of our company.”

Cook joins Crown Media from ABC Television where she served as attorney. In that capacity, she provided business and legal support for daily production and structured and negotiated various production and license agreements. Previously, she held positions in the business affairs departments at Discovery Communications and International Creative Management.

Johnson joins the company from Madison Wells Media where she served as counsel for business and legal affairs. In this role, Johnson worked to negotiate and draft complex agreements for film and television development, production and distribution. Previously, she was an independent entertainment and labor legal consultant and manager, specialty performers for the Screen Actors Guild – American Federation of TV & Radio Artists.

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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, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 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 with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

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

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

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

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