

CROWN MEDIA FAMILY NETWORKS EXPANDS ATLANTA AD SALES TEAM IN RESPONSE TO GROWING MARKETPLACE DEMAND

Sarah Jensen Promoted to Director; Jodi Harvey Appointed Director

New York, NY, September 24, 2018 – Crown Media Family Networks announced today the expansion of its advertising sales team in the southeast region with two key personnel appointments. These changes are precipitated by the growth of Crown Media’s business portfolio and reflect the company’s commitment to better serving clients in the territory.

Jodi Harvey is rejoining Crown Media as director, ad sales. Based in the company’s Atlanta office, Harvey will be charged with selling national advertising time to advertising agencies and clients in the southeast region. Additionally, she will develop strategic advertising solutions, negotiate upfront and scatter deals, and collaborate with ad sales research and marketing to develop client specific opportunities. Harvey rejoins Crown Media from Fox Networks Group where she served as account executive, integrated media. She was most recently a member of the Crown Media ad sales team in 2010, where she was vice president, advertising sales.

Additionally, **Sarah Jensen**, based in the company’s New York office, has been newly elevated from account executive to director, ad sales. In that capacity, she will be responsible for managing the southeast sales team and in setting strategy and developing client relationships with established and prospective clients. Jensen will help guide the southeast team in achieving established annual sales goals and capitalizing on digital and added value offerings. Jensen began her advertising sales career at the company in 2010 and reports to Amy Jo Wayne, senior vice president, national advertising sales.

“As a result of our ongoing growth and increased advertiser demand for our brand and content, we recognized a need to reinforce our commitment to our clients in the southeast region,” said **Ed Georger**, executive vice president, ad sales & digital media. “We are happy to welcome Jodi back to Crown Media.”

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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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