

CROWN MEDIA FAMILY NETWORKS ELEVATES
ANDY ROOKE TO CHIEF OPERATING OFFICER

NEW YORK – October 8, 2020 – Crown Media Family Networks announced today that **Andy Rooke** has been promoted to chief operating officer, an expanded role that adds to his existing areas of oversight as the company’s chief financial officer. In this newly created position, Rooke assumes all responsibility for Crown Media’s corporate strategy and business development, as well as leadership of the company’s non-cable business units, including SVOD, international, publishing, home entertainment, and licensing. Rooke, who is based in Crown Media’s Studio City headquarters, will report to the company’s newly appointed President & CEO, Wonya Lucas.

“For nearly a decade, Andy’s financial stewardship, strategic vision, and leadership have been central to Crown Media’s expansion from cable programmer to multi-dimensional company offering a thriving portfolio of brand extensions and businesses,” said Lucas. “As our company continues to rapidly evolve, Andy’s well-deserved promotion and increased oversight will maximize his talents, more strongly positioning him to navigate exciting new areas of growth for our business.”

In his former role as Crown Media’s EVP, operations & CFO, Rooke led the development and execution of the company’s strategic business model, and continues to provide leadership for all financial, administrative, technology, and operational functions.

Prior to joining Crown Media in 2011, Rooke served as chief financial officer at 20th Television, where he oversaw all finance and accounting activities, management of IT and production administration functions.

Rooke is a fellow of the Institute of Chartered Accountants in England and Wales (ICAEW) and a member of the American Institute of Certified Public Accountants (AICPA). He graduated from Durham University in England with a B.S. degree in Mathematics.

Contact: Allison Bennett | 212-445-6692 | AllisonBennett@CrownMedia.com

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’ publishing extension, Hallmark Publishing, 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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