

CROWN MEDIA'S ALLISON BENNETT ELEVATED TO
VP, CORPORATE COMMUNICATIONS & PUBLICITY

NEW YORK – November 16, 2020 – Crown Media Family Networks has promoted **Allison Bennett** to serve as vice president, corporate communications and publicity, the company announced today. In this elevated role, she will be responsible for internal and external communications, continuing to work closely with the company's marketing, ad sales, distribution, research, and human resources teams to create opportunities that will successfully position Crown Media's ongoing business developments within the industry. In addition, Bennett will take on increased oversight in the areas of talent relations and events and will assume responsibility for all communications budgeting in regard to corporate communications and publicity. She is based in New York and will report to Crown Media's Chief Communications Officer, Annie Howell.

"Allison is a hugely talented strategist, writer and communicator, and she has established herself as an invaluable member of the Crown Media team," said Howell. "Allison is also a wonderful mentor and teacher, has built strong relationships within the media industry throughout her career and has a keen understanding of the Hallmark brand. I am excited to work with her on this next phase of her career."

Bennett joined Crown Media in 2011 as director, corporate communications and media relations. Prior to joining the company, she served in various communications, media relations, and publicity roles for TV Guide Publishing Group, MTV, and more.

Bennett earned a Bachelor of Arts in English Literature from the University of California at Santa Barbara, where she graduated with honors.

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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' 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.

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