

**CROWN MEDIA TAPS JORDAN NEYER AS**  
**SVP, CORPORATE STRATEGY**

**NEW YORK – January 26, 2021** – Crown Media Family Networks announced today the appointment of Jordan Neyer as senior vice president, corporate strategy. In this newly created role, Neyer will lead the strategic planning and growth tactics that support the advancement of Crown Media’s overall performance. He will work directly with the company’s executives and stakeholders to develop both long and short-term strategic initiatives that will improve the business’s growth and profitability. Neyer is based in Los Angeles and reports to Chief Operating Officer Andy Rooke.

“Jordan joins Crown Media with a strong background in strategy planning and corporate analysis that will make him an important asset to Crown Media,” said Rooke. “As our company and its portfolio of businesses continue to grow, Jordan’s experience will play a key role in implementing new approaches that will help continue to propel the company forward.”

Prior to joining Crown Media, Neyer was vice president of media and entertainment at Metrixlab where he led commercial strategy and new business development. Previously, he was vice president of strategy at Fox Networks Digital Consumer Group and held additional strategic roles at Fox Film and Fox Home Entertainment.

Neyer earned a Bachelor of Arts in History and a Minor in Business Management Economics from University of California, Santa Cruz. He graduated from the Fox Management Development Program at University of Southern California’s Marshall School of Business in 2014.

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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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