

**CROWN MEDIA FAMILY NETWORKS ELEVATES CASEY GOULD
TO SVP, AD SALES AND ADVANCED ADVERTISING**

**Newly Created Role Reflects Crown Media's Commitment to Optimize
Advertisers' Reach through Data-Driven Insights**

NEW YORK – February 1, 2021 – Crown Media Family Networks announced today the promotion of Casey Gould to senior vice president, ad sales and advanced advertising. In this newly created role, Gould is charged with leading the development and execution of strategic advanced advertising opportunities, in addition to his current digital and linear sales management responsibilities. This promotion comes as the company deepens its commitment to providing alternative, data-driven solutions that will help marketers more effectively and efficiently reach their target audiences. Gould is based in New York and reports to EVP, Advertising Sales & Digital Media, Ed Georger.

"Casey, a valuable member of our advertising sales team, has a rare combination of an analytical mind, creative instincts, and a keen understanding of how data can be leveraged to maximize our advertisers' spends," said Georger. "As advanced advertising methods continue to evolve and proliferate, Casey will be instrumental in our ongoing efforts to bring our clients the very latest in innovative, data-driven solutions."

Gould joined Crown Media in 2007 as an account service representative and steadily rose the ranks to become vice president of advertising and digital sales in 2016. He got his start in the industry at Carat USA as an assistant media buyer.

Gould holds a bachelor's degree in bio-community health from Brown University.

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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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