

**CROWN MEDIA ANNOUNCES STRATEGIC REORGANIZATION
OF MARKETING DEPARTMENT – RENAMED CROWN GLOBAL BRAND GROUP –
WITH NEWLY CREATED DIVISIONS, EXPANDED ROLES, AND FOUR PROMOTIONS**

NEW YORK – March 1, 2021 – As part of an extensive restructure of its marketing department – headed up by newly appointed Chief Marketing Officer, Lara Richardson – Crown Media Family Networks today announced the expanded roles of three key executives, as well as four promotions. One element of a broader corporate reorganization, this realignment of marketing roles comes as the company divides departmental responsibilities under four newly created divisions: **Brand Marketing & Ad Sales Marketing**; **Brand Production and Operations**; **Brand Creative**; and **Brand Design**.

Jennifer Lee-Temple, formerly senior vice president, print, video & web design, will lead the Brand Design division in the augmented role of **senior vice president, brand design**. **Danielle Mullin**, who acted as senior vice president of marketing, will oversee the Brand Marketing & Ad Sales Marketing Division in her new role as **senior vice president of brand marketing & ad sales marketing**. In addition, **Lissa Grunfeld**, previously vice president of design production, will now spearhead the Brand Production & Operations division in the expanded position of **vice president of brand production & operations**.

The restructure also entails four promotions within the marketing department, which has been renamed **Crown Global Brand Group**:

- **Michael Grover** has been promoted from senior director of marketing to **vice president of brand marketing**. Assuming oversight of all marketing campaigns in this new capacity, Grover is charged with guiding strategy, developing creative briefs, and maintaining off-air budgets and campaigns. He will continue to report to Mullin.
- **Leilani Gushiken** has been upped from director of EPK and gallery production to **senior director of brand production**. In her new role, Gushiken is responsible for overseeing scheduling and production for all audio/visual assets. Gushiken will report to Grunfeld.
- Reporting into Lee-Temple, **Joe Kordash** has been elevated from director of creative design to **senior director of brand motion graphics**. He will spearhead motion graphics, concepts, and creations for all Crown Media platforms and channels.
- Promoted from supervising editor to **senior director of brand editing**, **Lyn Smith** supervise the editing workflow and management for the Brand Creative Division.

“As Crown Media undergoes a creative evolution, we saw a need to streamline and realign the marketing department with more clearly delineated areas of responsibility and expanded roles that will maximize the contributions and talents of our team,” said Richardson. “With this strategic reorganization we are positioning ourselves to better serve our partners, and increase innovation, collaboration, and creativity in the communication of our brand, content, and growing portfolio of networks and services.”

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.

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