

CROWN MEDIA TAPS AWARD-WINNING PROGRAMMING & PRODUCTION EXECUTIVE, TONI JUDKINS, AS SVP, PROGRAMMING & DEVELOPMENT

JESSICA CALLAHAN PROMOTED TO VICE PRESIDENT, PROGRAMMING & DEVELOPMENT

NEW YORK, May 3, 2021 –As Crown Media Family Networks continues to diversify and expand its original programming and storytelling model, the company announced today the appointment of award-winning programming and production creative, **Toni Judkins**, as SVP, programming & development for Hallmark Channel and Hallmark Movies & Mysteries. In addition, long-time Hallmark content executive, **Jessica Callahan**, has been promoted to VP, programming & development. Both are based in Los Angeles and report to EVP, Programming, Michelle Vicary.

As the newest addition to the company's programming team, Judkins spearheads the sourcing, conception, development, and production of original content that explores diverse, character-driven stories to entertain and engage existing viewers and reach new audiences.

Since 2013, under the banner of her production company Moxy Media, Judkins has developed, created, and/or produced content for such clients as Axs TV, Overbrook Entertainment and Amazon Audible; consulted on the launches of television networks, including Anthem Sports & Entertainment; and played a role in the launches of streaming services and digital platforms. Previously, she was EVP, Programming & Production at TV One, where her transformation of the network's content lineup resulted in some of its highest ratings and most successful programs.

"This is an incredibly pivotal, exciting time in the evolution of our programming footprint; recruiting Toni is a reflection of our continued commitment to meaningfully branching out in our storytelling and characters," said Vicary. "Toni's background in creating and producing a wide variety of content that appeals to both broad and niche audiences will play an important role as we continue to explore new and more varied ways of bringing Hallmark's signature brand of content to life."

Formerly director of programming & development, Callahan assumes increased oversight in her new role as vice president. In addition to piloting original programs and movies through every step of the development and production process – from conception to scripting to post – she will contribute to the development and execution of broad content strategies for Hallmark Channel and Hallmark Movies & Mysteries.

"Having worked for a decade as a production executive on the Hallmark Hall of Fame team prior to joining Crown Media, Jessica has a deep understanding of our unique, brand-driven approach to positive, heartfelt programming," said Vicary. "Over the last five years, her talent, creative instincts, vitality, and humor have made her an integral and extremely well-liked member of the programming team, and I look forward to watching her continued growth and professional development with this well-deserved promotion."

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

ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to 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, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of 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 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.