

CROWN MEDIA APPOINTS COURTNEY HUBER AS VP, PARTNERSHIP MARKETING

Company Also Elevates Marc Lindenman to Senior Director, Distribution

NEW YORK, August 4, 2021 – Crown Media Family Networks has tapped **Courtney Huber** as vice president, distribution partnership marketing, the company announced today. Huber will assume her role beginning August 16th and will be based out of the company's New York office, reporting to SVP, Distribution & Partnership Marketing, **Lisa Barroso**.

Huber is charged with oversight of business-to-business and business-to-consumer marketing initiatives designed to further the reach and revenue of Crown Media's content platforms. Collaborating closely with internal distribution and marketing executives, as well as external clients and agencies, she will develop and execute high performance promotional campaigns that drive awareness, tune-in, subscription and advertising revenue, and deliver on client and business needs.

“Courtney is incredibly well-established in the industry and has a proven track record of expertise in marketing strategy and integrated partnerships,” said Barroso. “Her contributions will be key to innovating new partnerships in collaboration with linear and streaming partners to further maximize Crown Media's content portfolio and deliver on the power of the Hallmark brand on their platforms.”

Huber joins Crown Media from CuriosityStream where she was vice president, partner marketing. Previously, she served in various marketing and distribution roles at Spectrum Reach, Olympusat, and Discovery Communications. She earned a bachelor of science degree in marketing from Salisbury University and a graduate certificate in project management from Villanova University.

In addition, Crown Media's **Marc Lindenman** has been promoted to senior director, distribution. In this elevated role, he is tasked with supporting the distribution sales team in growing distribution and revenue for the company's linear and on-demand products. Lindenman, who joined Crown Media in 2013, most recently served in a pivotal role helping form the company's partnership marketing unit, establishing several successful promotional strategies for Hallmark's linear networks and local ad sales partnerships, as well as for streaming service Hallmark Movies Now and FAST and AVOD products, Hallmark Movies & More. He is also based in the company's New York office and reports to Barroso.

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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.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Facebook](#), [Twitter](#)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#)

Hallmark Publishing on Social Media: [Facebook](#), [Twitter](#)

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