



Crown Media Holdings Announces Promotions of Four Senior Executives

Corporate Restructure Aligns Business Priorities and Effectiveness

LOS ANGELES, Jan 06, 2011 (BUSINESS WIRE) -- On the heels of its most robust Countdown to Christmas campaign and a record-setting holiday season for Hallmark Channel and Hallmark Movie Channel, Crown Media Holdings, Inc. (NASDAQ: CRWN) President and CEO, Bill Abbott, today announced a new structure of his senior strategy team and the promotions of four senior executives. The move will merge several departments to align business priorities and to increase agility and communication within the company.

"I have the right team of incredibly talented people - now I need to make sure they each have the opportunity to operate to their highest potential by creating the best corporate structure, and I believe this change helps to make that happen," said Abbott.

Susanne McAvoy, previously SVP, Marketing was named EVP, Marketing. As the top marketing executive at the company, McAvoy will continue to oversee all aspects of marketing for company including consumer, ad sales and affiliate sales marketing. She assumes oversight for the creative services, online and digital team headed by Marvin Dorson and is responsible for all aspects of the brand promise and integrity for the networks.

Michelle Vicary has been named EVP, Programming where she has strategic oversight for all lifestyle and original programming, production, acquisitions and scheduling for Hallmark Channel and Hallmark Movie Channel. Vicary was previously SVP, Acquisitions and Scheduling. The original production department headed by Barbara Fisher will merge with Vicary's group to create a single programming and production department.

Laura Lee has been named SVP, Distribution where she was previously VP, Distribution. Laura will lead the team that executes new and existing distribution agreements for Hallmark Channel and Hallmark Movie Channel. She will optimize digital product opportunities to increase distribution of the networks in addition to revenue.

Ed Georger has been named EVP, Advertising Sales and General Manager of Hallmark Movie Channel. Georger was previously EVP, Advertising Sales. In addition to his role as head of advertising sales, Georger will now oversee the strategy for Hallmark Movie Channel growth and development, working in conjunction with affiliate sales and distribution, programming, production, marketing, research, online and communications.

As part of the overall restructure, corporate communications will move from the Los Angeles office to the New York office where Abbott, Georger, McAvoy, Lee and Annie Howell, SVP, Communications & Media Relations, are each located

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming available in high definition (HD) and standard definition (SD) to a national audience of almost 88 million subscribers. The top tier program service is distributed through more than 5,450 cable systems and communities as well as direct-to-home satellite services across the country. Hallmark Channel is the nation's leading network in providing quality family programming with an ambitious slate of original TV movies, general entertainment and home and lifestyle content. Hallmark Channel's sibling network is Hallmark Movie Channel, also available in HD and SD, which focuses on the family-friendly movies with a mix of classic theatrical films, presentations from the acclaimed Hallmark Hall of Fame library, original Hallmark Channel movies and special events.

For more information, please visit www.HallmarkChannelPress.com

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