Michael Pierce Joins Crown Media Holdings, Inc. as Vice President, Financial Planning and Analysis

STUDIO CITY, Calif.--(BUSINESS WIRE)-- Crown Media Holdings, Inc. (NASDAQ:CRWN) announced today that veteran finance executive, Michael Pierce, has been appointed Vice President of Financial Planning and Analysis. Based in the company's Studio City, California headquarters, Pierce will report to Andy Rooke, Executive Vice President & Chief Financial Officer.

Pierce will be responsible for managing all aspects of financial planning and analysis for the company, including the assessment of alternative financial and strategic plans and the evaluation of new business opportunities for Crown Media Holdings, Inc. and its correlating networks — Hallmark Channel and Hallmark Movie Channel.

"With over 20 years in corporate finance, Michael brings a wealth of experience and a fresh strategic perspective to Crown Media Holdings and I am so pleased to welcome him aboard," said Rooke. "We are seeing tremendous growth in both Hallmark Channel and Hallmark Movie Channel, and Michael will play a key role in the further development and expansion of our business."

Pierce joins Crown Media Holdings from Paramount Pictures where he was the Vice President of Finance for Paramount Digital Entertainment. In that capacity, Pierce oversaw management of all finance and accounting functions for the Digital Division, including original content development, video games, and internet distribution. Formerly, Pierce worked his way up through various positions at Sony Pictures Entertainment to become Executive Director of Finance for International Distribution.

About Crown Media Holdings

Crown Media Holdings, Inc. (NASDAQ:CRWN) owns and operates cable television channels dedicated to high quality, broad appeal, entertainment programming. The Company currently operates and distributes Hallmark Channel in both high definition (HD) and standard definition (SD) to over 87 million subscribers in the U.S. Hallmark Channel is the nation's leading network in providing quality family programming with an ambitious slate of original TV movies and general entertainment, and is the home of *The Martha Stewart Show* and other home and lifestyle content. Hallmark Channel's sibling network is Hallmark Movie Channel, also available in HD and SD, distributed to more than 40 million homes and one of America's fastest-growing cable networks. Hallmark Movie Channel provides 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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