

FACT SHEET

Ticker: NASDAQ: CRWN

Name: Crown Media Holdings, Inc. is the corporate parent for the portfolio of cable networks, Hallmark Channel and Hallmark Movies & Mysteries, under Crown Media Family Networks.

About the Company: **Crown Media Holdings** was incorporated in Delaware in December 1999. Through its wholly-owned subsidiary, Crown Media United States, the Company owns, operates and distributes the Networks. Significant investors in the Company are H C Crown, LLC and Hallmark Cards GmbH, domestic and German subsidiaries of Hallmark Cards, which jointly own 90.3% of the Company's outstanding common stock. Crown Media Family Networks currently services the United States and Puerto Rico and employs more than 200 people.

Senior Management:

Donald J. Hall, Jr., Chairman of the Board of Directors

William Abbott, President & Chief Executive Officer

Andrew Rooke, Executive Vice President & Chief Financial Officer

Charles Stanford, Executive Vice President, Legal and Business Affairs & General Counsel

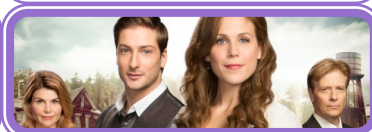
For a full list of the management team, please visit our website, <http://ir.crownmedia.net>

Business Strategy:

- **High-quality family programming:** Offer 24/7 family programming that is trusted by our audience and highly desirable to our advertisers; Hallmark Movies & Mysteries focusing on suspense and drama, and Hallmark Channel highlighting lighter, romantic, and comedic fare
- **Hallmark Channel lifestyle programming block:** Provide program offerings with content that is consistent with our core values of family, home, and celebration
- **Original movies and series:** Develop original movies and series uniquely identified with the Networks
- **Distribution:** Encourage existing distributors to place our Networks in packages with greater numbers of subscribers
- **Advertising:** Maintain strong relationships with a diverse group of high-quality, stable advertisers and achieve higher advertising rates through our trusted content, valuable target audience demographics and strong ratings
- **Content provider:** Position ourselves for future growth as a content provider for new technologies by building our library of programming and exploring collaborations in emerging media
- **Profitability:** Increase our profitability by increasing distribution and focusing on advertising revenue growth

Financial Highlights (2015*):

- \$479 million in revenues
- \$194 million in Adjusted EBITDA**
- Operating Margin of 40%
- Free Cash Flow of \$74 million
- Debt reduction of 16%



* As of December 31, 2015

**Reconciliations of non-GAAP financial measures to equivalent GAAP financial measures are available on Crown Media Holdings, Inc.'s Investor Relations website.

CONTACT US

Corporate Headquarters

Crown Media Holdings, Inc.
12700 Ventura Blvd.
Studio City, CA 91604
Phone: 888-390-7474

Accountants

KPMG LLP
1225 17th St, Suite 800
Denver, CO 80202
Phone: 303-296-2323
Fax: 303-295-8829

Investor Contact

Mary Dzabic
SVP, Financial Analysis, Reporting & Compliance
marydzabic@crowmedia.com
Phone: 818-755-1261

Legal

Leslie Park
Assistant General Counsel
legal@crowmedia.com
Phone: 818-755-1217

Transfer Agent

Computershare Investor Services
P.O. Box 30170
College Station, TX 77842
Phone: 1-800-522-6645
Website: www.computershare.com

**For more information,
please visit our website**

<http://ir.crowmedia.net>

This fact sheet has been prepared by the Investor Relations group of Crown Media Holdings, Inc. solely for the information of shareholders of the Company. It is not intended to be a recommendation with respect to investment decisions. All information contained in this fact sheet is presented as of December 31, 2015, and the Company assumes no duty to confirm, revise, or update the information. Certain statements in this fact sheet may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made on the basis of our views and assumptions regarding future events and business performance as of the time the statements are made and we do not undertake any obligation to update these statements. Actual events may differ materially from those expressed or implied. Such differences may result from actions taken by the Company, as well as from developments beyond the Company's control. Additional factors are set forth in the Company's most recent reports filed with the Securities and Exchange Commission. Reconciliations of non-GAAP financial measures to equivalent GAAP financial measures are available on Crown Media Holdings, Inc.'s Investor Relations website.