



career entertainment television™



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Management Team

The CE management team has extensive programming and production experience, which is a key point of differentiation for the channel. Our founding team has received numerous awards for creativity and programming, including several awards and nominations, including Emmy Awards, Peabody Awards, International Monitor Awards and American Advertising Federation Awards. Additionally, members of the management team have prior experience founding and building a successful television channel.

Margaret A. Loesch, Advisory Board

Margaret Loesch is an Emmy award winning, experienced entertainment industry executive with extensive broadcasting experience. She was the founding President and Chief Executive Officer of Crown Media United States and successfully built The Hallmark Channel and re-launched its predecessor, Odyssey Network. Ms. Loesch was also the founding President and CEO, and the key architect of FOX Kids Networks, Worldwide. Her successful tenure at FOX Kids Networks reshaped the landscape of children's television. She previously served as President of the Jim Henson Television Group, Worldwide, where she developed original programming, a new marketing infrastructure, and a partnership with Odyssey. From 1984 to 1990, Ms. Loesch was President and CEO of Marvel Productions. From 1979 to 1984, Ms. Loesch was Executive Vice-President of Hanna-Barbera Productions. From 1975 to 1979 she was with NBC TV Network as its Director, Children's Programs. From 1971 to 1975 she was with ABC TV Network where she held a variety of production positions.

Ms. Loesch is currently serving her second term as Vice Chairman of the Academy of Television Arts & Sciences Foundation.

Connie Johnson, Founder/President

Connie Johnson has a unique combination of human resources and entertainment experience spanning 15 years. It is this unique background that has helped her identify the need for delivering career related information and education in an entertaining format. She has served as a valuable entertainment industry resource for the personnel needs of premiere production companies, including Harpo, Inc. (Oprah Winfrey's production company), Revolution Studios (Black Hawk Down, Maid in Manhattan) and Lifetime Television, as well as individual entertainers including Barbra Streisand and Jennifer Lopez. Ms. Johnson also has considerable production experience including creating, writing, producing and collaborating on a variety of projects ranging from feature films to series programming. She served as a producer on HBO's Tales from the Crypt and worked directly with legendary producers such as Joel Silver (The Matrix, Lethal Weapon and Die Hard franchises) and Jerry Bruckheimer (CSI, Pirates of the Caribbean, Amazing Race), whom she not only served as production liaison for, but also oversaw the company operations including its finances, contracts and all employee relations.

Karen Barnes, Executive Vice President, Development and Programming

An accomplished Executive Producer, Producer, and Television Executive, Barnes is recognized for her diverse expertise in development, production, and programming for television and direct-to-video product. Barnes also has a strong background in business affairs. From 1990 to 1997, Barnes served as Executive Vice President of Development and Programming for the Fox Kids Network, where she played a key role in launching the network and leading it to the number one position in ratings and share four short years after its startup. During Barnes' tenure at the network, advertising revenue increased from \$30 million to over \$200 million. After her success at Fox Kids, Barnes joined Twentieth Century Fox Home Entertainment as Executive Vice President to identify and evaluate marketable properties for exploitation on home video. Ms. Barnes' experience includes a position as Vice President of Production for Jim Henson and Associates, where she worked closely with Jim Henson for eight years. She also worked in



business affairs and legal departments for several companies including Warner Cable and United Artist. She is the recipient of numerous awards, including a George Foster Peabody Award, two National Education Association Awards, a Christopher Award, a Parent's Choice Award, an Act Award and several Emmy nominations. Barnes holds a law degree from Fordham University and is a member of the New York Bar Association.

Jeffrey D. Torkelson, Senior Vice President, Communications

Mr. Torkelson's experience includes a successful 15-year career with Hughes Electronics (now The DIRECTV Group) and DIRECTV, where he was a member of the original DIRECTV launch team. Most recently he served as Senior Vice President, Communications and Public Relations for DIRECTV, where he was responsible for all external and internal communications, corporate events, speaker's bureau, trade shows and crisis communications for the past 10 years. Mr. Torkelson designed and staffed the Marketing Communications, Public Relations, Corporate Relations and Employee Communications departments at DIRECTV, and was responsible for the creative services and brand management units during his tenure, including the development of co-branding strategies for technology partners such as Microsoft, AOL and TiVo. Previously Mr. Torkelson led Public Affairs for Hughes Communications (now PanAmSat Corp.), a leading supplier of bandwidth to cable television and telecommunications companies. He has sat as a board member of the Satellite Broadcasting and Communications Association in Alexandria, Va., and has emerged as a recognized spokesman for the satellite/cable industry and as such is a frequent presenter at industry conferences.

Samantha Brown, Senior Vice President, Affiliate Sales

Ms. Brown has broad entertainment industry experience spanning 12 years. She has held various positions in affiliate sales and marketing for ESPN, ESPN2, ESPNEWS, ESPN Classic Sports, ESPN West, USA Network, SCI-FI Channel, Home Shopping Network, America's Home and United Paramount Network. She has successfully negotiated national cable operator affiliation agreements and developed strategic marketing plans to support distribution efforts. She was a founding member of ESPN West, ESPN's initial entry in the regional sports network business. Serving on the development and design team, Brown was involved in the formation of all aspects of the network. Ms. Brown is serving her second term as President of American Women in Radio and Television, Southern California and has also presided over the board of Women in Cable and Telecommunications, Southern California. She is a past board member of the Southern California Cable and Telecommunications Association and has also been an active member of CTAM (Cable Telecommunications Association of Marketing) and NAMIC (National Association of Minorities in Communications).

Rick D'Andrea, Senior Vice President of Business Development

Mr. D'Andrea is President and CEO of BottleRocket Post, a leading digital design post-production studio that specializes in creating, building and finishing commercials, music videos, documentaries and Indy films. He is an award-winning producer and advertising executive with over 16 years of experience in both entertainment and marketing. He began his career as production coordinator for television and motion picture projects for Warner Brothers, NBC, CBS Lifetime Network, Sony Music, The Weather Channel and HGTV. As a commercial producer, Mr. D'Andrea's clients have included Coca-Cola, Cellular One, Verizon Wireless, the U.S. Olympics, Blue Cross/Blue Shield, Baptist Health Systems, Blockbuster Video, Home & Garden Television, JVC and many others. Mr. D'Andrea is active with several Washington, D.C.-based business and governmental affairs organizations including the International Trade Advisory Committee (ITAC), The Congressional Internet Caucus Advisory Committee and a member of the National Cable and Telecommunications Association.



Amy Cox, Senior Vice President, Marketing

An accomplished veteran of the entertainment and consumer products marketing and licensing industries, Ms. Cox's experience includes executive brand building and marketing positions with leading companies such as Ralph Lauren, Calvin Klein, Mattel Toys, Twentieth Century Fox, Capitol Records/EMI Music and Paramount Pictures. At Ralph Lauren and Calvin Klein, Cox supervised worldwide licensee development, production and merchandising as well serving as creative director working directly with Mr. Lauren and his design team. At Mattel, Ms. Cox's responsibilities included development of international and new business channels, with responsibility for \$200 million in annual sales. Under Cox's aegis at Twentieth Century Fox, the children's filmed entertainment business grew from \$5 million to \$28 million in annual profit. As Director of New Business Development at Capitol Records/EMI Music, Cox initiated, negotiated, and managed strategic partnerships, marketing co-ventures and new product acquisition for EMI, Capitol and Virgin Records. She built relationships in a variety of unique categories including PBS Television, Columbia Tri-Star Entertainment, Palm/3 Com, and Packard Bell NEC. As Vice President, International Marketing, for Paramount Pictures Home Entertainment, Cox supervised 12 global territory marketing teams in development of strategic marketing plans.

Darren E. Barker, Vice President, Finance

Mr. Barker has over 13 years of capital markets and financial analytical experience. Mr. Barker's experience includes consulting for CEOs and CFOs regarding their investor relations' strategies and managing relationships with institutional investors. Previously, Mr. Barker served as a Wall Street consumer goods analyst with Wedbush Morgan Securities, where he was named as one of the Best of the Best among sell-side analysts in 2000 by The Wall Street Journal. His investment banking experience includes numerous public/private offerings, mergers and acquisition advisory, and corporate valuations. Mr. Barker has also consulted with the media having appeared on or been quoted in numerous media outlets including CNBC, BBC, The Wall Street Journal, Investors Business Daily, Forbes Magazine, Women's Wear Daily, DNR, Bloomberg News and numerous other trade publications. Mr. Barker earned his MBA in Finance from The Anderson School at UCLA.

Hugh Cadden, Vice President, Programming and Development

Mr. Cadden's entertainment experience includes television packaging with International Creative Management (ICM), development and production with Twentieth Century Fox Television, business development for Will Vinton Studios as well as developing content for a high-profile Internet start-up. Mr. Cadden has collaborated to develop and produce such top-rated comedy shows for Twentieth Century Fox Television, such as Dharma & Greg, Titus, King of the Hill and Family Guy. In addition, Mr. Cadden served as head of Business Development for Will Vinton Studios, where he worked with the advertising and entertainment departments to better incorporate new technologies and strategies. Mr. Cadden also worked as a content developer for Pop.com, a venture between Dreamworks, Imagine and Paul Allen's Vulcan Ventures. There, he was responsible for acquiring, developing and producing all content for an entertainment-driven website. Mr. Cadden worked with emerging technologies to produce live action, animated and interactive content, and he also partnered with advertisers to create branded entertainment that was appropriate for online media.



Monica Deeter, Production Manager

After moving to Los Angeles in 1989, Ms. Deeter put her production skills to use working on promotional films, training campaigns and product launches for numerous companies including Lincoln Mercury, Chrysler, Lincoln Continental, General Motors, Volkswagen and Nissan. She handled a variety of duties both as an on-site Producer and Production Manager for a number of these companies' prestigious, national events. Ms. Deeter's background includes commercial casting and, most recently, television commercial production for companies specializing in children's products and toys. She has worked closely with advertising agencies such as Foote, Cone & Belding, Ogilvy & Mather, Young & Rubicam and Grey Advertising, production managing commercial shoots for their clients: Mattel, Fisher-Price and Hasbro to name just a few. In addition, Ms. Deeter was fortunate to work as the Associate Producer on the Regent Entertainment feature film, SORDID LIVES. She is also a Producer/Partner in Pine River Entertainment, a film and television development and production company, which has several projects in active development. Ms. Deeter holds a B.A. in Economics and Business Administration from Hillsdale College, Hillsdale Michigan.