

**Brad R. Moore**

Brad Moore is President - Hallmark Hall of Fame Productions, a subsidiary of Hallmark Cards, Inc. In this role he is responsible for all aspects of the Hallmark Hall of Fame, the most honored series in U.S. television history.

He has led the Hallmark Hall of Fame for 30 years, nearly half of its 62-year existence. Under his leadership the series has produced over 100 feature-length movies and received 31 Emmy awards (5 for “Best Picture”) plus 7 Golden Globe awards, 4 Peabody awards, and numerous other honors. Those films include the single most honored program in U.S. television history and the four movies with the largest audiences on any U.S. television network over the past 25 years.

While leading the Hallmark Hall of Fame, Moore has also has also had other responsibilities at Hallmark. He is currently a director of Crown Media Holdings, which operates the Hallmark Channel; he was president of Hallmark Publishing for 2 years; he directed all Hallmark advertising and promotion activities in the U.S. for 15 years; and for 7 years he directed advertising activities for Hallmark subsidiaries in Europe, Asia, and Australia/New Zealand.

Moore had previously been a brand manager and group brand manager at Procter & Gamble.

Moore received his BA in English magna cum laude from Southern Nazarene University in 1968 and his MBA in marketing and international business from Northwestern University in 1972. In 2009 he received an honorary Doctor of Humane Letters from Southern Nazarene University.

A proud Sooner by birth, Moore has been privileged to serve in governance roles for a number of industry, not-for-profit, and church-related organizations. He is currently chair of the board of trustees of Southern Nazarene University; secretary of the board of Nazarene Theological Seminary; past chair and current member of the board of Nazarene Publishing House; and a member of the Southern Nazarene University Foundation board. He is a member of the Production Executives Peer Group of the Academy of Television Arts & Sciences and a past director of both the Association of National Advertisers and Kansas City public television station KCPT.

In his leisure time he enjoys entertaining his five grandchildren, playing golf for pain and pleasure, and riding his 2003 Harley-Davidson “Screaming Eagle Deuce.” In 2005 he and two close friends rode 5,000 miles from their driveways to the Arctic Circle via Canada and Alaska. In 2011 and 2012 he and friends formed Miles With a Mission and rode their Harleys more than 11,000 miles from the southern tip of South America back to their homes – with supporters contributing “per mile” to raise nearly \$500,000 for university scholarships and international medical relief.

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Hallmark Cards, Inc., founded in 1910, is the world's leading producer of greeting cards and related products. With approximately \$4 billion in annual revenue, Hallmark is a diversified international company with subsidiary or licensee/distributor businesses in more than 100 countries and 30 languages. Its leading retail brands include Hallmark, DaySpring, Shoebox Greetings, and Crayola.