

FOR IMMEDIATE RELEASE

Hollywords, LLC Acquires Audiovisual Industry Dictionary Assets.

Hollywood, California – (February 1, 2007) – Hollywords, LLC, today announced the acquisition of the audiovisual industry encyclopedic dictionary and all associated assets originally developed by Richard W. Kroon, Director of Information Services for the Motion Picture Association (MPA) and Motion Picture Association of America (MPAA).

“The dictionary began in early 2003,” said Mr. Kroon, “when I took my existing glossary of commonly confused distribution terms and list of audiovisual industry acronyms and combined them with my notes from film school. I thought it would only take three or four months to turn out a comprehensive industry dictionary—it’s now been over four years and there’s still more work to do.”

The dictionary development project was originally sponsored by the MPAA under then President Jack Valenti. After Mr. Valenti’s retirement in 2004, the new MPAA administration, under the direction of former Clinton Administration Secretary of Agriculture Dan Glickman, was not interested in pursuing the project. “I thought the dictionary could prove to be an invaluable resource for the industry as a whole,” explained Mr. Kroon, “and didn’t want to see it die, so I removed the MPAA’s intellectual property from the work [reducing it to 750 pages] and continued developing it on my own.” The dictionary manuscript is now nearly 1,600 pages long.

Hollywords, LLC will now take over the further development of the dictionary with Mr. Kroon acting as Editor-in-Chief. “A dictionary of a living language can never be complete,” explained Mr. Kroon, “so in one sense, it will never be done. However, we do hope that by the end of next year we will have the first edition of the Hollywords™ audiovisual industry encyclopedic dictionary ready for publication.”

About Hollywords, LLC:

Hollywords, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of audiovisual industry reference materials, including an online directory of industry support organizations and a range of encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at www.hollywords.org.

About Richard W. Kroon:

Richard W. Kroon shot his first film more than 20 years ago. Since then, he has worked on numerous independent film and video projects in front of and behind the camera, gaining experience as a writer, director, and producer along with the various production crafts ranging from set construction to rigging grip. Mr. Kroon has spent the last 12 years focused on the business side of the audiovisual industry, most recently with the Motion Picture Association (MPA) and Motion Picture Association of America (MPAA). In addition to being an award-winning videographer, Mr. Kroon is a member of the Society of Motion Picture and Television Engineers and holds a BS from the University of Southern California, an MBA from Auburn University, and post-graduate certificates in Film, Television, Video, and Multimedia from UCLA Extension's Entertainment Studies program.

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