

FOR IMMEDIATE RELEASE

## **Hollywords, LLC Inks Deal with McFarland & Company to Publish Dictionary.**

*Hollywords®*

**Hollywood, California – (October 25, 2008)** – Hollywords, LLC, today announced that it has signed a deal with McFarland & Company of Jefferson, North Carolina to publish the *Hollywords®* encyclopedic dictionary of audiovisual industry terms and concepts.

Amy Donley, Assistant Managing Editor, negotiated the deal on behalf of McFarland, while Richard W. Kroon represented Hollywords. “We approached quite a few different publishers, from the traditional New York media conglomerates to smaller academic presses, and could not be more pleased that we have finally signed with McFarland. I am sure that they will give this book the care and attention that it deserves.”

The agreement calls for Hollywords to deliver the finished manuscript in December 2008. Publication should follow later in 2009.

“After working on this project for the past six years, I will be glad to turn it over to McFarland for the next stage in its development,” said Mr. Kroon. “Of course, now I have to find a new project to fill all that free time and keep me out of trouble,” he continued.

### **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](http://www.hollywords.org).

### **About McFarland & Company, Inc., Publishers:**

McFarland & Company, founded in 1979, is located in Jefferson, North Carolina. The company is now one of the leading publishers of scholarly and reference books in the United States, with more than 4,100 titles published to date. McFarland publishes about 350 new titles each year for a worldwide market. McFarland is recognized for its serious works in a variety of fields, including performing arts (especially film), sport & leisure, and popular culture. More information is available at [www.mcfarlandpub.com](http://www.mcfarlandpub.com).

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*Note to editors: Review copies, images, and additional information available upon request.*

*For More Information, contact: [info@hollywords.org](mailto:info@hollywords.org)*