

FOR IMMEDIATE RELEASE

***A/V A to Z* Launch Party a Success.**

Hollywood, California – (June 19, 2010) – Hollywoods, LLC, today announced the successful conclusion of its launch party for the latest *Hollywoods*® dictionary, *A/V A to Z*.

“It took seven years to write,” said Richard W. Kroon, industry veteran and author of *A/V A to Z*, “and I couldn’t be happier with the results.” The hardback version of *A/V A to Z* will be released by the publisher, McFarland & Company, in July, but advance copies are available now through Hollywoods, LLC.

Harvey Rachlin, author of *The TV and Movie Business* and a dozen other books, offered Mr. Kroon his best wishes on this major accomplishment, “*A/V A to Z* is truly a superb and amazing work and I congratulate you for putting together such a comprehensive, authoritative, and much-needed encyclopedic dictionary.”

McFarland will sell the book directly to research libraries while Hollywoods, LLC will focus its efforts on film schools, international sales, and other media and entertainment markets. The book is also available wholesale through Baker & Taylor and Ingram and retail through on-line sites such as Amazon.com, Barnes & Noble, Chapters Indigo, and Hollywoods.

About the Author:

Richard W. Kroon shot his first film more than 25 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 15 years focused on the business side of the media and entertainment industry, including senior positions with the MPAA and Technicolor. 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.

About Hollywoods, LLC:

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

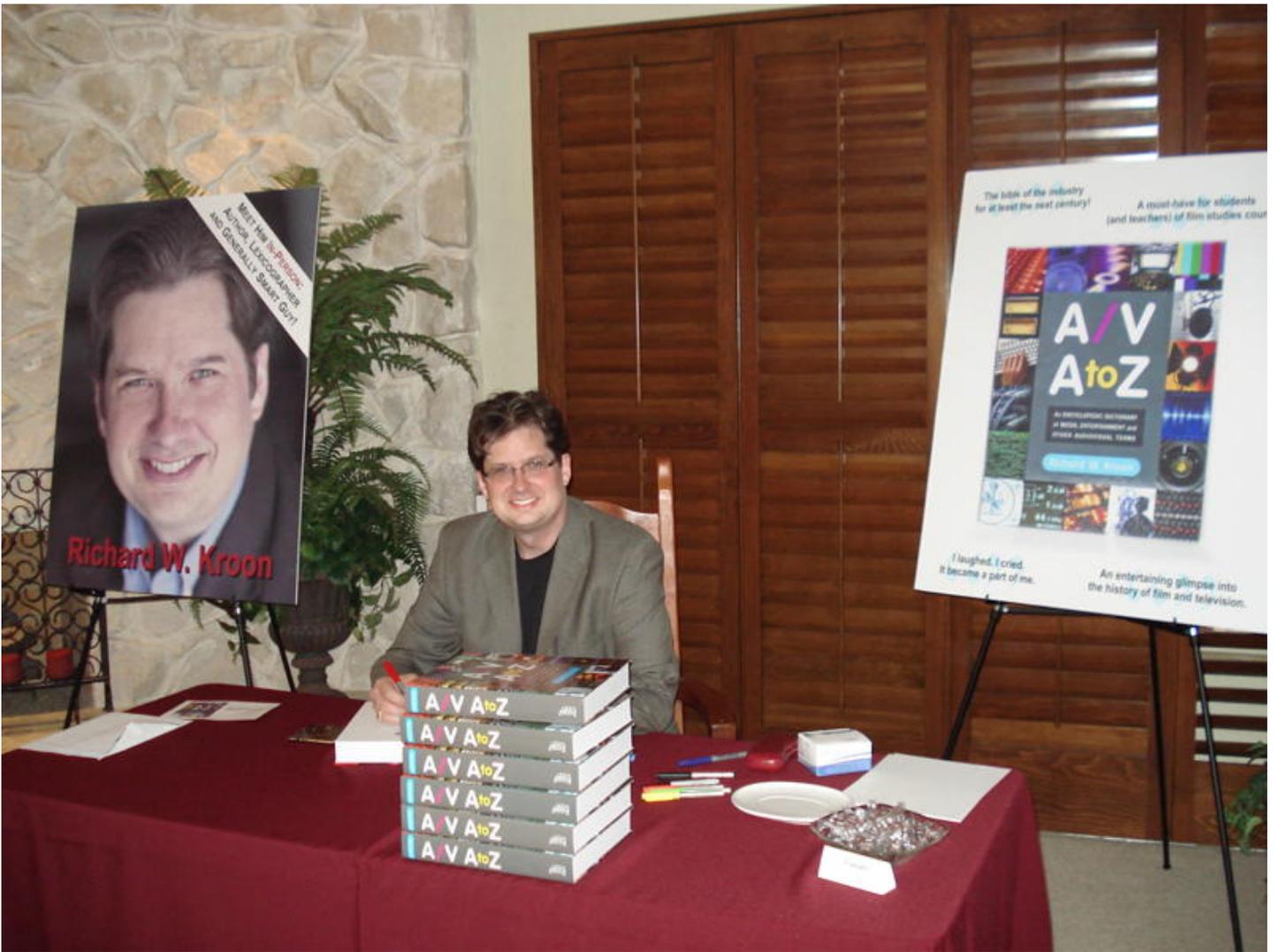
About McFarland & Company, Inc., Publishers:

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.

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For More Information, contact: rkroon@hollyword.org



The author, preparing for the mad rush.



The author autographing a copy of "A/V A to Z" for two of his adoring fans.