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**Ferro City Acquires Award Winning Software Company CROOW**  
*Acquisition to Accelerate Ferro City's Entertainment Production Platform*

**Basking Ridge, NJ - March 25, 2024:** Ferro City today announced it has acquired substantially all of the assets of CROOW, an award winning video production project management platform that streamlines creative and video production. Named one of the top 100 startups in the US by Startup of the Year, CROOW helps video production teams take their production to the next level through products and services that make video more accessible all while providing a well-designed experience.

With CROOW's innovative platform design, CROOW will help bolster Ferro City capabilities with infrastructure to deliver inclusive and custom learning experiences — which will enable Ferro City to scale its award-winning training programs and marketplace for entertainment production talent.

“We’re helping the entertainment production industry skill up. The Ferro City mantra for teaching is that Learning needs to be entertaining. Entertaining causes engagement and engagement results in comprehension,” said Ferro City CEO Joe Scacciaferro. “With the acquisition of CROOW software and talent, our speed to market will be enhanced as we are creating a vibrant community and subscription business in entertainment production.”

CROOW CEO David Capece said, “We built CROOW to stand out as a next generation platform to help video production team members reach the next level of production. It’s the same philosophy that drew us to Ferro City. We are excited to be a part of Ferro City’s vision to skill up the next generation of entertainment production talent with captivating courses, skill certifications, and smart automation.”

To learn more about Ferro City, visit <https://ferrocity.com>.

**About Ferro City**

Ferro City is a digital community that provides pathways to career success in the entertainment and video production industries. The entertainment and video production industries are lacking of structured pathways, practical education, and networks for advancement. That’s why Ferro City is helping the entertainment production industry skill up through training, community and mentorship. Our mantra: Learning needs to be entertaining. Entertainment causes engagement. Engagement results in comprehension. For more information, visit <https://ferrocity.com>.

**About CROOW**

CROOW is revolutionizing video production through its innovative collaboration platform which has been incubated through agencies, production teams, and the entrepreneurial ecosystem. The software leverages workflows and efficiencies to streamline video production and change the way that studio-quality is produced. CROOW shines with advanced collaboration capabilities and in-app features that allow for clear storyboarding, efficient productions, and painless revisions. In just four years, CROOW has been named a Top 100 Startup in the United States, and CEO Views has recognized CROOW as one of the Top 10 Most Innovative Company to Watch in 2023.