

**HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES**  
**CONDENSED CONSOLIDATED BALANCE SHEETS**

	June 30, 2009 (unaudited)	December 31, 2008
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
Cash and cash equivalents	\$ 8,394,861	\$ 12,685,946
Receivables, net	1,571,901	1,433,797
Inventories held for sale	5,856,495	4,491,841
Deferred ticket costs	8,382,431	12,085,237
Prepaid expenses	1,583,512	1,418,563
Other receivables	1,169,803	1,431,216
Other current assets	20,483	99,945
Related party receivable	38,020	-
Restricted cash	1,303,220	2,600,000
Total current assets	28,320,726	36,246,545
PROPERTY AND EQUIPMENT, net	5,003,862	4,649,202
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEEES	131,431	132,800
INTANGIBLE ASSETS, net	525,601	682,896
GOODWILL	20,154,292	25,154,292
OTHER ASSETS	34,548	73,126
TOTAL ASSETS	\$ 54,170,460	\$ 66,938,861
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable	\$ 1,500,553	\$ 1,329,949
Accrued expenses and other	2,702,751	3,708,652
Deferred revenue	11,370,876	15,196,455
Gift certificate liability	3,004,196	3,434,359
Customer deposits	615,801	831,838
Current portion of capital lease obligations	155,863	203,579
Current portion of notes payable	49,230	43,147
Related party payable	82,220	2,622,438
Total current liabilities	19,481,490	27,370,417
DEFERRED REVENUE	369,409	401,309
CAPITAL LEASE OBLIGATIONS, less current portion	118,648	203,901
OTHER DEFERRED LIABILITY	1,135,465	1,168,096
NOTES PAYABLE, less current portion	16,752	36,258
<b>COMMITMENTS AND CONTINGENCIES</b>		
<b>SHAREHOLDERS' EQUITY:</b>		
Preferred Stock, \$.01 par value, 1,000,000 shares authorized; none outstanding	-	-
Common stock, \$.01 par value, 100,000,000 shares authorized; 31,037,656 and 30,883,913 shares issued and outstanding at June 30, 2009 and December 31, 2008, respectively	310,376	308,839
Additional paid-in capital	309,298,158	309,100,760
Accumulated deficit	(276,582,000)	(271,695,431)
Total Hollywood Media Corp shareholders' equity	33,026,534	37,714,168
Noncontrolling interest	22,162	44,712
Total shareholders' equity	33,048,696	37,758,880
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 54,170,460	\$ 66,938,861