

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

	September 30, 2009	December 31, 2008
ASSETS	(unaudited)	
CURRENT ASSETS:		
Cash and cash equivalents	\$ 9,761,580	\$ 12,685,946
Receivables, net	1,189,689	1,433,797
Inventories held for sale	4,071,233	4,491,841
Deferred ticket costs	9,839,951	12,085,237
Prepaid expenses	1,698,894	1,418,563
Other receivables	1,254,595	1,431,216
Other current assets	203,240	99,945
Related party receivable	101,349	-
Restricted cash	1,221,000	2,600,000
Total current assets	29,341,531	36,246,545
PROPERTY AND EQUIPMENT, net	4,644,434	4,649,202
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEEES	136,504	132,800
INTANGIBLE ASSETS, net	457,303	682,896
GOODWILL	20,183,142	25,154,292
OTHER ASSETS	31,148	73,126
TOTAL ASSETS	\$ 54,794,062	\$ 66,938,861
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable	\$ 647,441	\$ 1,329,949
Accrued expenses and other	3,043,127	3,708,652
Deferred revenue	12,888,759	15,196,455
Gift certificate liability	2,881,359	3,434,359
Customer deposits	852,943	831,838
Current portion of capital lease obligations	142,544	203,579
Current portion of notes payable	45,308	43,147
Related party payable	-	2,622,438
Total current liabilities	20,501,481	27,370,417
DEFERRED REVENUE	314,103	401,309
CAPITAL LEASE OBLIGATIONS, less current portion	94,609	203,901
OTHER DEFERRED LIABILITY	1,120,892	1,168,096
NOTES PAYABLE, less current portion	6,424	36,258
COMMITMENTS AND CONTINGENCIES		
SHAREHOLDERS' EQUITY:		
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 September 30, 2009 and December 31, 2008, respectively	310,376	308,839
Additional paid-in capital	309,321,245	309,100,760
Accumulated deficit	(276,930,993)	(271,695,431)
Total Hollywood Media Corp shareholders' equity	32,700,628	37,714,168
Noncontrolling interest	55,925	44,712
Total shareholders' equity	32,756,553	37,758,880
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 54,794,062	\$ 66,938,861