

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Six Months Ended June 30, 2009
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)(3)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 49,381,447	\$ 1,664,619	\$ 520,086	\$ -	\$ 51,566,152
Operating Income (Loss)	2,171,013	(158,650)	(1,958)	(3,785,656)	(1,775,251)
Net Income (Loss) from continuing operations	<u>2,131,933</u>	<u>(5,159,639)</u>	<u>(1,891)</u>	<u>(1,856,972)</u>	<u>(4,886,569)</u>
Add back (Income) Expense:					
Interest, net	(7,393)	3,563	(495)	(10,797)	(15,122)
Taxes	-	(40,966)	-	1,500	(39,466)
Depreciation and Amortization	414,194	182,146	150	198,478	794,968
EBITDA Income (Loss) from continuing operations	<u>\$ 2,538,734</u>	<u>\$ (5,014,896)</u>	<u>\$ (2,236)</u>	<u>\$ (1,667,791)</u>	<u>\$ (4,146,189)</u>

For the Six Months Ended June 30, 2008
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 59,062,595	\$ 2,712,349	\$ 742,040	\$ -	\$ 62,516,984
Operating Income (Loss)	1,479,861	(230,571)	143,221	(5,273,578)	(3,881,067)
Net Income (Loss) from continuing operations	<u>1,525,678</u>	<u>(201,321)</u>	<u>76,743</u>	<u>(3,763,725)</u>	<u>(2,362,625)</u>
Add back (Income) Expense:					
Interest, net	(55,521)	7,976	(2,154)	(250,634)	(300,333)
Taxes	-	(19,607)	-	52,000	32,393
Depreciation and Amortization	459,520	311,657	-	214,089	985,266
EBITDA Income (Loss) from continuing operations	<u>\$ 1,929,677</u>	<u>\$ 98,705</u>	<u>\$ 74,589</u>	<u>\$ (3,748,270)</u>	<u>\$ (1,645,299)</u>

For the Three Months Ended June 30, 2009
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)(3)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 29,138,882	\$ 849,261	\$ 264,112	\$ -	\$ 30,252,255
Operating Income (Loss)	2,053,088	(45,215)	4,597	(1,751,767)	260,703
Net Income (Loss) from continuing operations	<u>2,011,230</u>	<u>(5,059,158)</u>	<u>1,699</u>	<u>(1,748,487)</u>	<u>(4,794,716)</u>
Add back (Income) Expense:					
Interest	(2,968)	1,849	(138)	(2,413)	(3,670)
Taxes	-	(6,846)	-	-	(6,846)
Depreciation and Amortization	198,934	91,164	75	97,721	387,894
EBITDA Income (Loss) from continuing operations	<u>\$ 2,207,196</u>	<u>\$ (4,972,991)</u>	<u>\$ 1,636</u>	<u>\$ (1,653,179)</u>	<u>\$ (4,417,338)</u>

For the Three Months Ended June 30, 2008
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 33,764,778	\$ 1,369,629	\$ 408,907	\$ -	\$ 35,543,314
Operating Income (Loss)	1,079,490	(43,742)	86,288	(2,534,526)	(1,412,490)
Net Income (Loss) from continuing operations	<u>1,086,357</u>	<u>(47,163)</u>	<u>47,967</u>	<u>(1,146,721)</u>	<u>(59,560)</u>
Add back (Income) Expense:					
Interest	(22,262)	2,334	(765)	(101,506)	(122,199)
Taxes	-	(7,207)	-	25,000	17,793
Depreciation and Amortization	195,438	156,743	-	105,594	457,775
EBITDA Income (Loss) from continuing operations	<u>\$ 1,259,533</u>	<u>\$ 104,707</u>	<u>\$ 47,202</u>	<u>\$ (1,117,633)</u>	<u>\$ 293,809</u>

(1) The Ad Sales segment includes other advertising sales by CinemasOnline.

(2) The Other segment is comprised of payroll and benefits for corporate and administrative personnel as well as other corporate-wide expenses such as legal fees, audit fees, proxy costs, insurance, centralized information technology, and includes consulting fees and other fees and costs relating to compliance with the provisions of the Sarbanes-Oxley Act of 2002 that require Hollywood Media and its Independent Registered Public Accounting Firm to make an assessment of and report on internal control over financial reporting.

(3) The Ad Sales segment includes a \$5.0 million non-cash impairment loss to MovieTickets.com.