

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Nine Months Ended September 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	\$ 69,979,418	\$ 2,510,258	\$ 931,142	\$ -	\$ 73,420,818
Operating Income (Loss)	3,186,593	(246,437)	67,022	(5,457,957)	(2,450,779)
Net Income (Loss)	<u>3,002,149</u>	<u>(5,233,951)</u>	<u>33,420</u>	<u>(3,037,180)</u>	<u>(5,235,562)</u>
Add back (Income) Expense:					
Interest, net	(10,092)	5,525	(515)	(13,632)	(18,714)
Taxes	1,929	(51,795)	-	(14,575)	(64,441)
Depreciation and Amortization	617,505	271,569	225	294,888	1,184,187
EBITDA Income (Loss)	<u>\$ 3,611,491</u>	<u>\$ (5,008,652)</u>	<u>\$ 33,130</u>	<u>\$ (2,770,499)</u>	<u>\$ (4,134,530)</u>

For the Nine Months Ended September 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	\$ 83,044,397	\$ 3,959,304	\$ 1,036,065	\$ -	\$ 88,039,766
Operating Income (Loss)	2,338,563	(317,053)	211,100	(8,093,022)	(5,860,412)
Net Income (Loss)	<u>2,396,545</u>	<u>(295,810)</u>	<u>109,058</u>	<u>(12,442,792)</u>	<u>(10,232,999)</u>
Add back (Income) Expense:					
Interest, net	(66,280)	9,865	(3,239)	(332,450)	(392,104)
Taxes	-	(17,418)	7	59,809	42,398
Depreciation and Amortization	657,295	463,879	75	330,110	1,451,359
EBITDA Income (Loss)	<u>\$ 2,987,560</u>	<u>\$ 160,516</u>	<u>\$ 105,901</u>	<u>\$ (12,385,323)</u>	<u>\$ (9,131,346)</u>

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

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 20,597,971	\$ 845,639	\$ 411,056	\$ -	\$ 21,854,666
Operating Income (Loss)	1,015,580	(87,787)	68,980	(1,672,301)	(675,528)
Net Income (Loss)	<u>870,216</u>	<u>(74,312)</u>	<u>35,311</u>	<u>(1,180,208)</u>	<u>(348,993)</u>
Add back (Income) Expense:					
Interest	(2,699)	1,962	(20)	(2,835)	(3,592)
Taxes	1,929	(10,829)	-	(16,075)	(24,975)
Depreciation and Amortization	203,311	89,423	75	96,410	389,219
EBITDA Income (Loss)	<u>\$ 1,072,757</u>	<u>\$ 6,244</u>	<u>\$ 35,366</u>	<u>\$ (1,102,708)</u>	<u>\$ 11,659</u>

For the Three Months Ended September 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	\$ 23,981,802	\$ 1,246,955	\$ 294,025	\$ -	\$ 25,522,782
Operating Income (Loss)	858,702	(86,482)	67,879	(2,819,444)	(1,979,345)
Net Income (Loss)	<u>870,867</u>	<u>(94,489)</u>	<u>32,315</u>	<u>(7,158,292)</u>	<u>(6,349,599)</u>
Add back (Income) Expense:					
Interest	(10,759)	1,889	(1,085)	(81,816)	(91,771)
Taxes	-	2,189	7	7,809	10,005
Depreciation and Amortization	197,775	152,222	75	116,021	466,093
EBITDA Income (Loss)	<u>\$ 1,057,883</u>	<u>\$ 61,811</u>	<u>\$ 31,312</u>	<u>\$ (7,116,278)</u>	<u>\$ (5,965,272)</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. Also includes Discontinued Operations financial information.

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