

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

	<u>June 30,</u> 2008	<u>December 31,</u> 2007
	(unaudited)	
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
Cash and cash equivalents	\$ 20,946,053	\$ 26,758,550
Receivables, net	3,051,683	3,038,711
Inventories held for sale	4,704,413	3,950,578
Deferred ticket costs	12,832,064	16,481,861
Prepaid expenses	1,972,518	2,290,182
Other receivables	1,903,537	3,873,799
Dividend receivable	1,311,100	-
Other current assets	<u>143,294</u>	<u>629,298</u>
Total current assets	46,864,662	57,022,979
PROPERTY AND EQUIPMENT, net	5,238,071	4,890,120
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEES	290,243	286,985
INTANGIBLE ASSETS, net	1,620,594	1,477,822
GOODWILL	29,822,422	30,237,137
OTHER ASSETS	<u>54,711</u>	<u>63,793</u>
TOTAL ASSETS	<u>\$ 83,890,703</u>	<u>\$ 93,978,836</u>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable	\$ 4,004,313	\$ 5,655,729
Accrued expenses and other	3,767,873	4,808,551
Deferred revenue	20,184,994	24,273,625
Customer deposits	1,432,357	1,928,357
Current portion of capital lease obligations	161,316	141,809
Current portion of notes payable	<u>59,463</u>	<u>53,422</u>
Total current liabilities	29,610,316	36,861,493
DEFERRED REVENUE	586,915	544,491
CAPITAL LEASE OBLIGATIONS, less current portion	223,652	255,971
OTHER DEFERRED LIABILITY	873,711	622,189
NOTES PAYABLE, less current portion	79,699	94,289
<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; 32,095,552 and 31,897,983 shares issued and outstanding at June 30, 2008 and December 31, 2007, respectively	320,956	318,980
Additional paid-in capital	310,917,962	310,120,531
Accumulated deficit	<u>(258,722,508)</u>	<u>(254,839,108)</u>
Total shareholders' equity	<u>52,516,410</u>	<u>55,600,403</u>
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	<u>\$ 83,890,703</u>	<u>\$ 93,978,836</u>