

HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS

	December 31, 2010 (unaudited)	December 31, 2009
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 29,406,063	\$ 8,365,224
Receivables, net	492,683	604,325
Prepaid expenses	1,034,795	1,807,649
Other receivables	359,438	344,859
Related party receivable	301,607	335,245
Current assets of discontinued operations	-	20,940,282
Total current assets	31,594,586	32,397,584
PROPERTY AND EQUIPMENT, net	399,320	773,682
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEEES	924,338	230,097
INTANGIBLE ASSETS, net	7,549	142,076
GOODWILL	14,595,783	14,595,783
OTHER ASSETS	69,710	21,082
LONG TERM ASSETS OF DISCONTINUED OPERATIONS	-	9,445,875
TOTAL ASSETS	\$ 47,591,286	\$ 57,606,179
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable	\$ 936,381	\$ 1,100,520
Accrued expenses and other	7,236,521	1,272,156
Deferred revenue	980,786	1,176,636
Current portion of capital lease obligations	60,031	104,254
Current portion of notes payable	2,362	37,454
Current liabilities of discontinued operations	-	19,931,745
Total current liabilities	9,216,081	23,622,765
DEFERRED REVENUE	148,002	309,190
CAPITAL LEASE OBLIGATIONS, less current portion	38,217	73,909
OTHER DEFERRED LIABILITY	75,120	236,258
NOTES PAYABLE, less current portion	-	2,432
LONG-TERM LIABILITIES OF DISCONTINUED OPERATIONS	-	871,216
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; 31,179,066 and 31,037,656 shares issued and outstanding at December 31, 2010 and December 31, 2009, respectively	311,791	310,377
Additional paid-in capital	309,898,584	309,480,331
Accumulated deficit	(272,053,016)	(277,315,848)
Total Hollywood Media Corp shareholders' equity	38,157,359	32,474,860
Non-controlling interest	(43,493)	15,549
Total shareholders' equity	38,113,866	32,490,409
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 47,591,286	\$ 57,606,179