

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

	September 30, 2010	December 31, 2009
	(unaudited)	
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
Cash and cash equivalents	\$ 7,308,487	\$ 11,764,810
Receivables, net	1,254,471	897,503
Inventories held for sale, net	5,244,485	3,735,691
Deferred ticket costs	9,934,718	10,985,160
Prepaid expenses	2,942,893	1,896,237
Other receivables	1,136,173	1,125,263
Other current assets	9,911	436,675
Related party receivable	242,182	335,245
Restricted cash	1,221,000	1,221,000
Total current assets	29,294,320	32,397,584
PROPERTY AND EQUIPMENT, net	3,793,541	4,369,085
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEEES	826,889	230,097
INTANGIBLE ASSETS, net	206,070	390,818
GOODWILL	20,230,119	20,197,513
OTHER ASSETS	21,082	21,082
TOTAL ASSETS	\$ 54,372,021	\$ 57,606,179
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable	\$ 1,234,466	\$ 1,632,351
Accrued expenses and other	3,154,284	3,074,549
Deferred revenue	13,013,628	14,012,178
Gift certificate liability	3,497,188	3,794,899
Customer deposits	360,423	948,273
Current portion of capital lease obligations	75,979	123,061
Current portion of notes payable	6,380	37,454
Total current liabilities	21,342,348	23,622,765
DEFERRED REVENUE	158,654	309,190
CAPITAL LEASE OBLIGATIONS, less current portion	18,630	75,830
OTHER DEFERRED LIABILITY	956,270	1,105,553
NOTES PAYABLE, less current portion	-	2,432
<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; 31,179,066 and 31,037,656 shares issued and outstanding at September 30, 2010 and December 31, 2009, respectively	311,791	310,377
Additional paid-in capital	309,695,522	309,480,331
Accumulated deficit	(278,124,706)	(277,315,848)
Total Hollywood Media Corp shareholders' equity	31,882,607	32,474,860
Non-controlling interest	13,512	15,549
Total shareholders' equity	31,896,119	32,490,409
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 54,372,021	\$ 57,606,179