

HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS

	March 31, 2012	December 31, 2011
	(unaudited)	
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 3,359,481	\$ 3,717,599
Receivables, net	300,753	229,365
Prepaid expenses	490,585	594,370
Other receivables	25,227	24,848
Related party receivable	518,734	521,497
Current portion of deferred compensation	430,000	430,000
Total current assets	5,124,780	5,517,679
PROPERTY AND EQUIPMENT, net	288,264	307,390
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEES	1,514,438	1,573,325
INTANGIBLE ASSETS, net	15,008	17,116
GOODWILL	9,800,000	9,800,000
OTHER ASSETS	58,428	58,628
DEFERRED COMPENSATION, less current portion	841,151	948,651
TOTAL ASSETS	\$ 17,642,069	\$ 18,222,789
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable	\$ 461,515	\$ 403,743
Accrued expenses and other	785,981	890,881
Deferred revenue	620,623	706,432
Customer deposits	428,523	427,331
Current portion of capital lease obligations	19,506	21,829
Total current liabilities	2,316,148	2,450,216
CAPITAL LEASE OBLIGATIONS, less current portion	14,282	16,203
OTHER DEFERRED LIABILITY	37,058	42,514
DEFERRED REVENUE	21,622	48,358
DERIVATIVE LIABILITIES	1,090,000	1,090,000
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; 23,179,066 shares issued and outstanding at March 31, 2012 and December 31, 2011, respectively	231,791	231,791
Additional paid-in capital	293,616,319	293,616,319
Accumulated deficit	(279,685,151)	(279,272,612)
Total shareholders' equity	14,162,959	14,575,498
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 17,642,069	\$ 18,222,789