

HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS

	December 31, 2011	December 31, 2010
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 3,717,599	\$ 29,406,063
Receivables, net	229,365	465,079
Prepaid expenses	594,370	1,055,972
Other receivables	24,848	59,224
Related party receivable	521,497	299,963
Current portion of deferred compensation	430,000	-
Total current assets	5,517,679	31,286,301
PROPERTY AND EQUIPMENT, net	307,390	455,436
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEEES	1,573,325	955,065
INTANGIBLE ASSETS, net	17,116	7,549
GOODWILL	9,800,000	14,595,783
OTHER ASSETS	58,628	18,425
DEFERRED COMPENSATION, less current portion	948,651	-
TOTAL ASSETS	\$ 18,222,789	\$ 47,318,559
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable	\$ 403,743	\$ 802,684
Accrued expenses and other	890,881	6,804,066
Deferred revenue	706,432	980,786
Customer deposits	427,331	654,554
Current portion of capital lease obligations	21,829	60,031
Current portion of notes payable	-	2,362
Total current liabilities	2,450,216	9,304,483
CAPITAL LEASE OBLIGATIONS, less current portion	16,203	38,217
OTHER DEFERRED LIABILITY	42,514	75,120
DEFERRED REVENUE	48,358	148,002
DERIVATIVE LIABILITY	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 and 31,179,066 shares issued and outstanding at December 31, 2011 and December 31, 2010, respectively	231,791	311,791
Additional paid-in capital	293,616,319	309,898,584
Accumulated deficit	(279,272,612)	(272,410,281)
Total Hollywood Media Corp shareholders' equity	14,575,498	37,800,094
Non-controlling interest	-	(47,357)
Total shareholders' equity	14,575,498	37,752,737
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 18,222,789	\$ 47,318,559