

HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(unaudited)

	THREE MONTHS ENDED	
	March 31,	
	2012	2011
NET REVENUES	\$ 709,875	\$ 970,873
OPERATING COSTS AND EXPENSES		
Editorial, production, development and technology	448,821	626,416
Selling, general and administrative	642,892	1,300,870
Payroll and benefits	551,147	1,016,991
Depreciation and amortization	42,637	74,806
Total operating costs and expenses	1,685,497	3,019,083
Loss from operations	(975,622)	(2,048,210)
EARNINGS OF UNCONSOLIDATED INVESTEEES	71,797	64,101
OTHER INCOME		
Interest, net	253,037	269,101
Other, net	40,732	1,709
Loss from continuing operations	(610,056)	(1,713,299)
Income from discontinued operations	197,517	109,442
Net loss	(412,539)	(1,603,857)
NET INCOME ATTRIBUTABLE TO NON-CONTROLLING INTEREST	-	(7,071)
Net loss attributable to Hollywood Media Corp	\$ (412,539)	\$ (1,610,928)
Basic and diluted income (loss) per common share		
Continuing operations	\$ (0.03)	\$ (0.06)
Discontinued operations	0.01	0.00
Total basic and diluted net loss per share	\$ (0.02)	\$ (0.06)
Weighted average common and common equivalent shares outstanding - basic and diluted	23,179,066	28,067,957