

HOLLYWOOD MEDIA CORP. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(unaudited)

	NINE MONTHS ENDED SEPTEMBER 30,		THREE MONTHS ENDED SEPTEMBER 30,	
	2010	2009	2010	2009
NET REVENUES				
Ticketing	\$ 79,317,020	\$ 69,979,418	\$ 24,408,490	\$ 20,597,971
Other	2,981,093	3,441,400	973,392	1,256,695
	82,298,113	73,420,818	25,381,882	21,854,666
OPERATING COSTS AND EXPENSES				
Cost of revenues - ticketing	64,578,465	57,768,570	19,259,832	16,615,916
Editorial, production, development and technology	1,974,184	1,944,210	644,390	707,297
Selling, general and administrative	8,415,751	7,572,482	3,014,325	2,454,488
Payroll and benefits	8,339,384	7,402,148	2,827,042	2,363,274
Depreciation and amortization	1,111,322	1,184,187	354,038	389,219
Total operating costs and expenses	84,419,106	75,871,597	26,099,627	22,530,194
Loss from operations	(2,120,993)	(2,450,779)	(717,745)	(675,528)
EARNINGS (LOSSES) OF UNCONSOLIDATED INVESTEEES				
Equity in earnings of unconsolidated investees	636,839	1,912,906	87,971	73
Impairment loss	-	(5,000,000)	-	-
Total equity in earnings (losses) of unconsolidated investees	636,839	(3,087,094)	87,971	73
OTHER INCOME (EXPENSE)				
Interest, net	11,605	18,714	(99)	3,592
Other, net	118,737	(156,069)	(4,397)	(115,855)
Loss from continuing operations	(1,353,812)	(5,675,228)	(634,270)	(787,718)
Income from discontinued operations	506,902	472,487	181,458	472,487
Net loss	(846,910)	(5,202,741)	(452,812)	(315,231)
NET (INCOME) LOSS ATTRIBUTABLE TO NON-CONTROLLING INTEREST				
Net loss attributable to Hollywood Media Corp	\$ (808,858)	\$ (5,235,562)	\$ (429,460)	\$ (348,993)
Basic and diluted income (loss) per common share				
Continuing operations	\$ (0.04)	\$ (0.19)	\$ (0.02)	\$ (0.03)
Discontinued operations	0.02	0.02	0.01	0.02
Total basic and diluted net loss per share	\$ (0.02)	\$ (0.17)	\$ (0.01)	\$ (0.01)
Weighted average common and common equivalent shares				
outstanding - basic and diluted	30,920,354	30,565,413	30,945,735	30,637,658