

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

	March 31, 2013 (unaudited)	December 31, 2012
<b>ASSETS</b>		
<b>CURRENT ASSETS:</b>		
Cash and cash equivalents	\$ 9,946,831	\$ 11,378,519
Prepaid expenses	688,016	329,915
Other receivables	74,885	75,105
Notes receivable, current	1,466,253	1,375,545
Related party receivable	30,929	37,287
Current portion of deferred compensation	430,000	430,000
Total current assets	12,636,914	13,626,371
PROPERTY AND EQUIPMENT, net	299,034	240,645
INVESTMENTS IN AND ADVANCES TO UNCONSOLIDATED INVESTEES	138,222	138,384
INTANGIBLE ASSETS, net	6,574	8,683
GOODWILL	6,200,000	6,200,000
OTHER ASSETS	727,982	727,982
NOTES RECEIVABLE, less current portion	4,320,322	4,455,106
WARRANT	700,000	700,000
DEFERRED COMPENSATION, less current portion	411,151	518,651
TOTAL ASSETS	\$ 25,440,199	\$ 26,615,822
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES:</b>		
Accounts payable	\$ 612,814	\$ 414,123
Accrued expenses and other	677,321	1,036,788
Deferred revenue	108,169	111,669
Current portion of capital lease obligations	18,510	16,255
Total current liabilities	1,416,814	1,578,835
CAPITAL LEASE OBLIGATIONS, less current portion	32,295	2,152
OTHER DEFERRED LIABILITY	258	355
DEFERRED REVENUE	9,000	14,000
DERIVATIVE LIABILITIES	60,000	60,000
TOTAL LIABILITIES	1,518,367	1,655,342
<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; 22,651,766 and 23,162,466 shares issued and outstanding at March 31, 2013 and December 31, 2012, respectively	226,518	231,625
Additional paid-in capital	292,847,044	293,591,903
Accumulated deficit	(269,151,730)	(268,863,048)
Total shareholders' equity	23,921,832	24,960,480
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 25,440,199	\$ 26,615,822