

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

	THREE MONTHS ENDED MARCH 31,	
	2013	2012
NET REVENUES	\$ 81,059	\$ 176,834
OPERATING COSTS AND EXPENSES		
Editorial, production, development and technology	57,498	125,104
Selling, general and administrative	941,044	504,846
Payroll and benefits	431,246	398,721
Depreciation and amortization	21,134	37,594
	1,450,922	1,066,265
Total operating costs and expenses	1,450,922	1,066,265
Loss from operations	(1,369,863)	(889,431)
(LOSSES) EARNINGS OF UNCONSOLIDATED INVESTEES	(152)	71,797
OTHER INCOME (EXPENSE):		
Interest, net	493,300	253,037
Accretion of discount, net of allowance for uncollectability	610,479	-
Other, net	538	(33,877)
Total other income	1,104,317	219,160
Loss from continuing operations before income taxes	(265,698)	(598,474)
Income tax (expense)	(22,984)	-
Loss from continuing operations	(288,682)	(598,474)
Gain on sale of discontinued operations, net of income taxes	-	197,517
Loss from discontinued operations	-	(11,582)
Income from discontinued operations	-	185,935
Net loss	\$ (288,682)	\$ (412,539)
Basic and diluted income (loss) per common share		
Continuing operations	\$ (0.01)	\$ (0.03)
Discontinued operations	-	0.01
Total basic and diluted net loss per share	\$ (0.01)	\$ (0.02)
Weighted average common and common equivalent shares outstanding - basic and diluted	22,776,185	23,179,066