

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Six Months Ended June 30, 2008
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 59,062,595	\$ 5,423,012	\$ 742,040	\$ 182,592	\$ -	\$ 65,410,239
Operating Income (Loss)	\$ 1,479,861	\$ (1,647,003)	\$ 143,221	\$ (102,940)	\$ (5,273,578)	\$ (5,400,439)
Net Income (Loss) from continuing operations	\$ 1,525,678	\$ (1,619,156)	\$ 76,743	\$ (102,940)	\$ (3,763,725)	\$ (3,883,400)
Add back (Income) Expense:						
Interest, net	(55,521)	7,976	(2,154)	-	(250,634)	(300,333)
Taxes	-	(18,107)	-	-	52,000	33,893
Depreciation and Amortization	459,520	581,424	-	661	214,089	1,255,694
EBITDA Income (Loss) from continuing operations	<u>\$ 1,929,677</u>	<u>\$ (1,047,863)</u>	<u>\$ 74,589</u>	<u>\$ (102,279)</u>	<u>\$ (3,748,270)</u>	<u>\$ (2,894,146)</u>

For the Six Months Ended June 30, 2007
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 58,851,282	\$ 5,192,171	\$ 478,693	\$ 116,130	\$ -	\$ 64,638,276
Operating Income (Loss)	\$ 951,754	\$ (528,357)	\$ (121)	\$ (271,230)	\$ (5,423,244)	\$ (5,271,198)
Net Income (Loss) from continuing operations	\$ 964,346	\$ (495,723)	\$ 5,329	\$ (271,230)	\$ (5,753,786)	\$ (5,551,064)
Add back (Income) Expense:						
Interest	(20,344)	(110)	(4,957)	-	345,032	319,621
Taxes	(7,400)	(30,565)	-	-	735	(37,230)
Depreciation and Amortization	169,404	450,607	-	5,439	231,996	857,446
EBITDA Income (Loss) from continuing operations	<u>\$ 1,106,006</u>	<u>\$ (75,791)</u>	<u>\$ 372</u>	<u>\$ (265,791)</u>	<u>\$ (5,176,023)</u>	<u>\$ (4,411,227)</u>

For the Three Months Ended June 30, 2008
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 33,764,778	\$ 2,810,525	\$ 408,907	\$ 80,040	\$ -	\$ 37,064,250
Operating Income (Loss)	\$ 1,079,490	\$ (689,826)	\$ 86,288	\$ (28,815)	\$ (2,534,526)	\$ (2,087,389)
Net Income (Loss) from continuing operations	\$ 1,086,357	\$ (693,150)	\$ 47,967	\$ (28,815)	\$ (1,146,721)	\$ (734,362)
Add back (Income) Expense:						
Interest, net	(22,262)	2,334	(765)	-	(101,506)	(122,199)
Taxes	-	(7,207)	-	-	25,000	17,793
Depreciation and Amortization	195,438	299,677	-	331	105,594	601,040
EBITDA Income (Loss) from continuing operations	<u>\$ 1,259,533</u>	<u>\$ (398,346)</u>	<u>\$ 47,202</u>	<u>\$ (28,484)</u>	<u>\$ (1,117,633)</u>	<u>\$ (237,728)</u>

For the Three Months Ended June 30, 2007
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 34,768,110	\$ 2,828,335	\$ 282,240	\$ 37,955	\$ -	\$ 37,916,640
Operating Income (Loss)	\$ 712,302	\$ (95,332)	\$ 22,594	\$ (136,873)	\$ (2,372,264)	\$ (1,869,573)
Net Income (Loss) from continuing operations	\$ 733,431	\$ (71,580)	\$ 15,521	\$ (136,873)	\$ (2,520,667)	\$ (1,980,168)
Add back (Income) Expense:						
Interest	(8,316)	(28)	(2,626)	-	149,266	138,296
Taxes	(7,400)	(24,131)	-	-	-	(31,531)
Depreciation and Amortization	85,081	229,928	-	2,424	110,692	428,125
EBITDA Income (Loss) from continuing operations	<u>\$ 802,796</u>	<u>\$ 134,189</u>	<u>\$ 12,895</u>	<u>\$ (134,449)</u>	<u>\$ (2,260,709)</u>	<u>\$ (1,445,278)</u>

(1) The Ad Sales segment includes Internet advertising sales on Hollywood.com, commissions from advertising sales on MovieTickets.com and Internet and other advertising sales by CinemasOnline.

(2) The Other segment is comprised of payroll and benefits for corporate and administrative personnel as well as other corporate-wide expenses such as audit fees, proxy costs, insurance, centralized information technology, and includes consulting fees and other fees and costs relating to compliance with the provisions of the Sarbanes-Oxley Act of 2002 that require Hollywood Media and its Independent Registered Public Accounting Firm to make an assessment of and report on internal control over financial reporting.