

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Nine Months Ended September 30, 2008
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 83,044,397	\$ 3,959,304	\$ 1,036,065	\$ -	\$ 88,039,766
Operating Income (Loss)	2,338,563	(317,053)	211,100	(8,093,022)	(5,860,412)
Net Income (Loss) from continuing operations	<u>2,396,545</u>	<u>(295,810)</u>	<u>109,058</u>	<u>(6,503,325)</u>	<u>(4,293,532)</u>
Add back (Income) Expense:					
Interest, net	(66,280)	9,865	(3,239)	(332,450)	(392,104)
Taxes	-	(17,418)	7	59,809	42,398
Depreciation and Amortization	657,295	463,879	75	330,110	1,451,359
EBITDA Income (Loss) from continuing operations	<u>\$ 2,987,560</u>	<u>\$ 160,516</u>	<u>\$ 105,901</u>	<u>\$ (6,445,856)</u>	<u>\$ (3,191,879)</u>

For the Nine Months Ended September 30, 2007
(unaudited)

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 83,930,445	\$ 3,842,545	\$ 797,043	\$ -	\$ 88,570,033
Operating Income (Loss)	1,808,754	(415,739)	41,351	(8,068,118)	(6,633,752)
Net Income (Loss) from continuing operations	<u>1,831,281</u>	<u>(361,124)</u>	<u>29,057</u>	<u>(8,177,818)</u>	<u>(6,678,604)</u>
Add back (Income) Expense:					
Interest	(48,417)	3,309	(7,133)	139,699	87,458
Taxes	(7,400)	(55,889)	-	735	(62,554)
Depreciation and Amortization	266,151	394,549	-	353,722	1,014,422
EBITDA Income (Loss) from continuing operations	<u>\$ 2,041,615</u>	<u>\$ (19,155)</u>	<u>\$ 21,924</u>	<u>\$ (7,683,662)</u>	<u>\$ (5,639,278)</u>

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

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 23,981,802	\$ 1,246,955	\$ 294,025	\$ -	\$ 25,522,782
Operating Income (Loss)	858,702	(86,482)	67,879	(2,819,444)	(1,979,345)
Net Income (Loss) from continuing operations	<u>870,867</u>	<u>(94,489)</u>	<u>32,315</u>	<u>(2,739,600)</u>	<u>(1,930,907)</u>
Add back (Income) Expense:					
Interest, net	(10,759)	1,889	(1,085)	(81,816)	(91,771)
Taxes	-	2,189	7	7,809	10,005
Depreciation and Amortization	197,775	152,222	75	116,021	466,093
EBITDA Income (Loss) from continuing operations	<u>\$ 1,057,883</u>	<u>\$ 61,811</u>	<u>\$ 31,312</u>	<u>\$ (2,697,586)</u>	<u>\$ (1,546,580)</u>

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

	<u>Broadway Ticketing</u>	<u>Ad Sales (1)</u>	<u>Intellectual Properties</u>	<u>Other (2)</u>	<u>Total</u>
Net Revenues	\$ 25,079,163	\$ 1,360,457	\$ 318,350	\$ -	\$ 26,757,970
Operating Income (Loss)	857,000	(210,599)	41,472	(2,644,874)	(1,957,001)
Net Income (Loss) from continuing operations	<u>866,935</u>	<u>(190,313)</u>	<u>23,728</u>	<u>(2,424,032)</u>	<u>(1,723,682)</u>
Add back (Income) Expense:					
Interest	(28,073)	3,419	(2,176)	(205,333)	(232,163)
Taxes	-	(22,061)	-	-	(22,061)
Depreciation and Amortization	96,747	140,168	-	121,726	358,641
EBITDA Income (Loss) from continuing operations	<u>\$ 935,609</u>	<u>\$ (68,787)</u>	<u>\$ 21,552</u>	<u>\$ (2,507,639)</u>	<u>\$ (1,619,265)</u>

(1) The Ad Sales segment includes 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.