

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Nine Months Ended September 30, 2010
(unaudited)

| | <u>Broadway Ticketing</u> | <u>Ad Sales (1)</u> | <u>Intellectual Properties</u> | <u>Other (2)</u> | <u>Total</u> |
|-------------------------------|-------------------------------|---------------------|------------------------------------|-----------------------|-------------------|
| Net Revenues | \$ 79,317,020 | \$ 2,297,894 | \$ 683,199 | \$ - | \$ 82,298,113 |
| Operating Income (Loss) | 4,189,238 | (404,820) | (84,845) | (5,820,566) | (2,120,993) |
| Net Income (Loss) | <u>4,176,681</u> | <u>(353,624)</u> | <u>(7,440)</u> | <u>(4,624,475)</u> | <u>(808,858)</u> |
| Add back (Income) Expense: | | | | | |
| Interest, net | (868) | 6,803 | (49) | (17,491) | (11,605) |
| Taxes | 13,425 | (58,619) | - | 8,241 | (36,953) |
| Depreciation and Amortization | 671,742 | 205,663 | 254 | 233,663 | 1,111,322 |
| EBITDA Income (Loss) | <u>\$ 4,860,980</u> | <u>\$ (199,777)</u> | <u>\$ (7,235)</u> | <u>\$ (4,400,062)</u> | <u>\$ 253,906</u> |

For the Nine Months Ended September 30, 2009
(unaudited)

| | <u>Broadway Ticketing</u> | <u>Ad Sales (1)</u> | <u>Intellectual Properties</u> | <u>Other (2)</u> | <u>Total</u> |
|-------------------------------|-------------------------------|-----------------------|------------------------------------|-----------------------|-----------------------|
| Net Revenues | \$ 69,979,418 | \$ 2,510,258 | \$ 931,142 | \$ - | \$ 73,420,818 |
| Operating Income (Loss) | 3,186,593 | (246,437) | 67,022 | (5,457,957) | (2,450,779) |
| Net Income (Loss) | <u>3,002,149</u> | <u>(5,233,951)</u> | <u>33,420</u> | <u>(3,037,180)</u> | <u>(5,235,562)</u> |
| Add back (Income) Expense: | | | | | |
| Interest, net | (10,092) | 5,525 | (515) | (13,632) | (18,714) |
| Taxes | 1,929 | (51,795) | - | (14,575) | (64,441) |
| Depreciation and Amortization | 617,505 | 271,569 | 225 | 294,888 | 1,184,187 |
| EBITDA Income (Loss) | <u>\$ 3,611,491</u> | <u>\$ (5,008,652)</u> | <u>\$ 33,130</u> | <u>\$ (2,770,499)</u> | <u>\$ (4,134,530)</u> |

For the Three Months Ended September 30, 2010
(unaudited)

| | <u>Broadway Ticketing</u> | <u>Ad Sales (1)</u> | <u>Intellectual Properties</u> | <u>Other (2)</u> | <u>Total</u> |
|-------------------------------|-------------------------------|---------------------|------------------------------------|-----------------------|--------------------|
| Net Revenues | \$ 24,408,490 | \$ 784,777 | \$ 188,615 | \$ - | \$ 25,381,882 |
| Operating Income (Loss) | 1,547,479 | (114,522) | (49,947) | (2,100,755) | (717,745) |
| Net Income (Loss) | <u>1,535,922</u> | <u>(101,837)</u> | <u>(15,397)</u> | <u>(1,848,148)</u> | <u>(429,460)</u> |
| Add back (Income) Expense: | | | | | |
| Interest, net | (568) | 2,689 | (14) | (2,008) | 99 |
| Taxes | 12,089 | (9,600) | - | 8,241 | 10,730 |
| Depreciation and Amortization | 222,243 | 63,151 | 105 | 68,539 | 354,038 |
| EBITDA Income (Loss) | <u>\$ 1,769,686</u> | <u>\$ (45,597)</u> | <u>\$ (15,306)</u> | <u>\$ (1,773,376)</u> | <u>\$ (64,593)</u> |

For the Three Months Ended September 30, 2009
(unaudited)

| | <u>Broadway Ticketing</u> | <u>Ad Sales (1)</u> | <u>Intellectual Properties</u> | <u>Other (2)</u> | <u>Total</u> |
|-------------------------------|-------------------------------|---------------------|------------------------------------|-----------------------|------------------|
| Net Revenues | \$ 20,597,971 | \$ 845,639 | \$ 411,056 | \$ - | \$ 21,854,666 |
| Operating Income (Loss) | 1,015,580 | (87,787) | 68,980 | (1,672,301) | (675,528) |
| Net Income (Loss) | <u>870,216</u> | <u>(74,312)</u> | <u>35,311</u> | <u>(1,180,208)</u> | <u>(348,993)</u> |
| Add back (Income) Expense: | | | | | |
| Interest, net | (2,699) | 1,962 | (20) | (2,835) | (3,592) |
| Taxes | 1,929 | (10,829) | - | (16,075) | (24,975) |
| Depreciation and Amortization | 203,311 | 89,423 | 75 | 96,410 | 389,219 |
| EBITDA Income (Loss) | <u>\$ 1,072,757</u> | <u>\$ 6,244</u> | <u>\$ 35,366</u> | <u>\$ (1,102,708)</u> | <u>\$ 11,659</u> |

(1) The Ad Sales segment includes 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 legal fees, 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. Also includes Discontinued Operations financial information.