

## **YOUNG HOLLYWOOD NETWORK (YHN) LAUNCHES AS PART OF YOUTUBE ORIGINAL CHANNELS INITIATIVE**

*Premiere week programming features Morgan Freeman, Ewan McGregor, Taio Cruz, Greyson Chance, Victoria Justice, Miss Golden Globe 2012, and the cast of "The Middle."*

**BEVERLY HILLS, Calif., January 16, 2012** – Young Hollywood Network (YHN) made its highly-anticipated launch today as part of YouTube's original programming initiative. YHN will be the definitive pop culture destination featuring exclusive celebrity interviews, buzzed-about trends, and one-of-a-kind insider access to all things Hollywood. Available at [www.youtube.com/younghollywood](http://www.youtube.com/younghollywood), the YHN programming slate offers viewers five original shows per week, with a new episode airing each day at 10:00am PST/1:00pm EST, in addition to weekend specials.

Marking YHN's debut today is the premiere of **STUDIO SECRETS** featuring award-winning actor Ewan McGregor and YouTube sensation Greyson Chance. Also premiering launch week will be **THE POWER PLAYERS** with Morgan Freeman; **GUEST LIST ONLY** with Miss Golden Globe 2012; **QUIET ON THE SET** with ABC's "The Middle," and **CELEBRITY TREND REPORT** with Taio Cruz and Victoria Justice.

"Being part of such a groundbreaking initiative is very exciting," said Young Hollywood Founder and CEO RJ Williams. "We created our business with the focus to always be ahead of the curve, so we look forward to working with YouTube on this new endeavor."

### **PROGRAMMING SCHEDULE (all times 10:00am PST/1:00pm EST)**

Monday – **STUDIO SECRETS** (Jan. 16<sup>th</sup>)

Celebrities will visit the Young Hollywood Studio at the Four Seasons Hotel in Beverly Hills for an exclusive, intimate interview incorporating viewer engagement and interaction.

Tuesday – **QUIET ON THE SET** (Jan. 17<sup>th</sup>)

We're hanging out with the biggest stars backstage and on the set where only our cameras get to keep rolling to capture all the fun in-the-making.

Wednesday – **THE POWER PLAYERS** (Jan. 18<sup>th</sup>)

We introduce you to the real players that know the ins and outs of the industry. While some are just one hit wonders, these are the ones that outlast them all.

Thursday – **GUEST LIST ONLY** (Jan. 19<sup>th</sup>)

Part the velvet ropes as we give you insider access within the most buzzed about, hottest and most exclusive spots around town.

Friday – **YHN TREND REPORT** (Jan. 20<sup>th</sup>)

Hear from the celebrities themselves about what's in, what's hot, and what's now so you can stay in-the-know and become the influencer among your friends.

Saturday/Sunday –WEEKEND SPECIALS (Jan. 21<sup>st</sup>)

Exclusive coverage of marquee events and a regular rotation of fun, interactive and celeb-filled episodes.

### About Young Hollywood

Young Hollywood is a next-generation digital multimedia brand and one of the world's largest producers and distributors of professionally produced celebrity & lifestyle video programming.

Young Hollywood owns several leading entertainment websites, including its flagship site, [YoungHollywood.com](http://YoungHollywood.com); licenses the Young Hollywood trademark internationally for a range of consumer products and services; and works closely with some of the most well respected brands in the advertising world to help find innovative ways to touch consumers through one-of-a-kind brand integrations and viral marketing campaigns.

Young Hollywood's marketing division has launched successful campaigns for companies such as Coca-Cola, Samsung, Intuit, Blackberry, AT&T and EA among others; as well as key distribution relationships delivering scaleable audiences for their projects including Google, Hulu, Yahoo and more. Headquartered in Los Angeles, California, the company was founded in 2007 by RJ Williams, who serves as the CEO. Young Hollywood expanded the brand by launching The Young Hollywood Network (YHN) on YouTube on January 2012. Williams has been profiled in such publications as USA Today, Wall Street Journal, The Los Angeles Times, Variety, Hollywood Reporter and AdWeek. For more information, please visit [www.yhworldwide.com](http://www.yhworldwide.com).

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