

YOUNG HOLLYWOOD PARTNERS WITH SUBWAY® RESTAURANTS FOR
EXCLUSIVE RE:FRESH SERIES

BEVERLY HILLS, Calif., January 24, 2013 – Young Hollywood, LLC has extended its partnership with SUBWAY® Restaurants, the world’s largest restaurant chain, to create a new weekly video series which launched last week and airs exclusively on Young Hollywood’s YouTube channel (www.youtube.com/younghollywood). The series launched on January 18.

Young Hollywood’s Re:FRESH powered by SUBWAY® restaurants features exclusive celebrity content aimed at the digitally savvy viewer. The series recaps one-of-a-kind moments that happen each week in the world of film, TV, fashion, music, and sports, featuring highlights of Young Hollywood’s exclusive video content with the biggest stars in pop culture. Segments have a fresh positive spin and include compelling and outrageous celebrity sound bites from Young Hollywood interviews, fashion trends, and crazy tidbits from the past week. A new episode airs each Friday for the 12 week run of the series. Already planned are special-themed episodes taking place from NATPE, Super Bowl and SXSW.

The show includes categories such as “Fresh Take,” “Fresh Artist,” “Fresh Show,” or “Fresh Find.” The second installment of the Young Hollywood Re:FRESH powered by Subway show includes a studio chat with the cast of GLEE, a major hip-hop superstar, a house visit with an NFL Pro Bowl player, an acoustic performance from one of the X Factor finalists, and the star of one of TV’s hottest shows.

This series comes on the heels of Young Hollywood’s One Year Anniversary as part of YouTube’s Original Channel Initiative. Since launching the Young Hollywood Network, the channel has received an average of 2 million views per week and has been recognized by AdAge as YouTube’s #1 Celebrity news channel on their Original Channel Tracker.

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; 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, Unilever, Samsung, Subway, Intuit, Blackberry, AT&T and EA among others; as well as key distribution relationships delivering scalable 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) in January 2012, as part of the You Tube original programming initiative. 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.

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