

"Groundbreaking YouTube event to feature live celebrity interviews from YoungHollywood.com"

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September 13, 2010

YouTube has selected Younghollywood.com to participate in the launch of a new platform that will define YouTube's next chapter in evolving online video: self-service live streaming.

R.J. Williams' Young Hollywood, the largest independent producer and owner of original celebrity lifestyle video content, will leverage this new platform to host live celebrity interviews on YouTube's front page. The live experience will greatly enhance the Young Hollywood brand in front of consumers and advertisers alike, while allowing Young Hollywood the ability to broadcast its original content live on the world's largest video platform.

Young Hollywood recently launched their first ever broadcast studio at the Four Seasons Hotel Los Angeles at Beverly Hills, conducting celebrity interviews on a daily basis. This initiative with YouTube will mark their first ever live video stream from the broadcast facility, kicking off with YouTube favorite, actor/comedian Dane Cook at 3pm PST/6pm EST today. Young Hollywood will also feature several surprise celebrity guests throughout the live stream, including "Jackass" star Steve-O.

Young Hollywood Founder and CEO, R.J. Williams, will host each live celebrity interview from the YH studio at the Four Seasons. "Since launching the Young Hollywood studio in April, traffic on YoungHollywood.com has increased dramatically and the videos have received over 100 million views," said Williams. "We are excited to now partner with YouTube and leverage their live streaming platform to expand on this content and make it readily available to the YouTube audience."

As more users are consuming online video and live streaming events than ever before, this is the first step in meeting these demands. Through a self-service live streaming platform, the partner's content is fully integrated into the YouTube ecosystem and live streams are both broadcast from, and viewable on, a partner's channel. A live comments feature will also allow celebrities to engage directly and in real-time, with their audience. Young Hollywood will provide content for which they have become synonymous with – in-depth interviews with celebrities from the worlds of film, television, music and sports.

Unlike other entertainment sites that focus on gossip and paparazzi antics, Young Hollywood takes its audience beyond the velvet rope, revealing the inside stories of celebrity life as told by the celebrities themselves. In April 2010, Young Hollywood formed an exclusive partnership with the prestigious Four Seasons Hotel Los Angeles at Beverly Hills to establish a full functioning studio for Young Hollywood's myriad of programs, functions and daily celebrity interviews. Attracting A-list talent and high profile industry tastemakers, the studio is the first and only media outlet to ever be permanently housed on the premises of the hotel 7 days a week/24 hours a day, allowing unprecedented access and presence among the elite. Interviews are conducted at the studio on a daily basis, and recent guests have included Drew Barrymore, Nicholas Cage, Kim Kardashian, Enrique Iglesias and Ice Cube. Since the launch of the studio, YoungHollywood.com has had a 207% increase in traffic and now reaches over 3 million unique visitors per month.

About Young Hollywood

Young Hollywood is a brand-driven, international multimedia entertainment company that creates and distributes celebrity and lifestyle programming globally; licenses the Young Hollywood trademark internationally for a range of consumer products and services and owns YoungHollywood.com, a leading entertainment web site, which offers audiences one-of-a-kind original video programming always one step ahead of the trends. Headquartered in Los Angeles, California, the company was founded in 2007 by producer and host RJ Williams, who also serves as the company Founder/CEO. Williams recently appeared in The Hollywood Reporter's 2010 Digital Power 50 List. For more information, please visit www.yhworldwide.com

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