

YOUNGHOLLYWOOD.COM TACKLES SUPER BOWL XLII

BRINGING EXCLUSIVE CELEBRITY NEWS VIDEO TO YAHOO! SPORTS

Top online entertainment content provider will offer exclusive celebrity news video from the hottest parties at the biggest sporting event of the year

LOS ANGELES (January 31, 2008) – The crew of Young Hollywood, led by CEO RJ Williams, is on location in Phoenix, AZ gearing up for nonstop news coverage of all the hottest celebrity events at the Super Bowl XLII celebration. As part of its alliance with online sports leader Yahoo! Sports, Young Hollywood will use its behind-the-scenes access to bring interviews with hot talent like Snoop Dog and 50 Cent to the online sports site. Over the weekend, Young Hollywood will broadcast four to five clips per day from such hot spots as the Pontiac Garage Stage at the 944 Super Village.

Focusing on original, professionally produced video content, Young Hollywood is emerging as a prime destination for online entertainment. Recent celebrity interviews at YoungHollywood.com include established and rising talents such as: Pierce Brosnan, Emile Hirsch, Amanda Bynes, Dustin Hoffman, Heidi Klum, Terrence Howard, Kim Kardashian, Donald Trump, David Beckham, Pharrell, Jenny McCarthy, Harrison Ford, Fall Out Boy, Carmen Electra, Kristin Cavallari, Rosario Dawson, Criss Angel, David Spade, Jaime Pressly, Hugh Hefner and the cast of such hit shows as “Entourage,” “Nip/Tuck” and “The Hills.”

About YoungHollywood.com

As a longtime actor himself, CEO RJ Williams founded Young Hollywood because he wanted to create a site for unique, quality celebrity programming that would provide an authentic take on Hollywood culture. Young Hollywood started out as an independent entertainment production company, and has become one of the largest producers of original celebrity online programming in Hollywood. YoungHollywood.com regularly ranks among the top five sites in the celebrity news category, and in less than a year, the site has built an audience of over 1 million unique visitors per month.* YoungHollywood.com launched in April, 2007 and is based in Los Angeles.

*According to comScore

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