

## YOUNG HOLLYWOOD HIRES FORMER YAHOO EXEC LIZ COUGHLIN AS SVP BUSINESS OPERATIONS

**BEVERLY HILLS, Calif., October 9, 2012** – Young Hollywood, LLC announced today that Liz Coughlin has joined the company as Senior Vice President of Business Operations. The announcement was made by RJ Williams, Founder and CEO of Young Hollywood. In this role, Coughlin will oversee new business initiatives for the company, as well as be responsible for all digital operations of Young Hollywood.

“Liz helped build Yahoo’s omg! into the most successful celebrity property in the digital space,” said RJ Williams, Founder and CEO of Young Hollywood. “Given her track record, she is the perfect addition to our team and will be an important part of Young Hollywood’s upcoming expansion plans.”

“Having been in business with Young Hollywood for several years during my time at Yahoo!, it is very exciting to be joining the company,” said Liz Coughlin. “I truly believe in cross-platform content for celebrity and entertainment and believe Young Hollywood is primed for a very successful future.”

Coughlin, a 16 year digital veteran, joins Young Hollywood from Yahoo! Entertainment where she most recently served as Head of Yahoo! TV and omg! During her decade of service at Yahoo!, Coughlin held positions in product and partner marketing, corporate strategy and business operations. She helped launch omg!NOW, was responsible for innovative partnerships and led successful large scale events.

Prior to Yahoo!, Coughlin spent 6 years at Digitas where her clients included AT&T, American Express and Dell. She has also worked at Arnold Worldwide. Coughlin graduated from Bowdoin College with degrees in psychology and art history.

### 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; owns and operates a broadcast studio within the Four Seasons Hotel in Los Angeles 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, Ray-Ban, Blackberry, AT&T, and EA among others; as well as securing key distribution relationships delivering scalable audiences for their projects including Google, Hulu, Yahoo and more. Young Hollywood expanded the brand by launching The Young Hollywood Network (YHN) in January 2012, as part of the You Tube original programming initiative. Headquartered in Los Angeles, California, the company was founded in 2007 by RJ Williams, who serves as the CEO. 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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