



**YOUNG HOLLYWOOD LAUNCHES BROADCAST STUDIO  
AT THE FOUR SEASONS HOTEL IN BEVERLY HILLS**

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LOS ANGELES – Young Hollywood, one of the world’s largest producers of original lifestyle and celebrity video content, announced today that they have created their first ever studio space at the prestigious FOUR SEASONS HOTEL LOS ANGELES AT BEVERLY HILLS. The space will provide the leading entertainment site a full functioning studio for their myriad of programs, functions and celebrity interviews.

The studio is the first and only media outlet to be permanently housed on the premises of the hotel SEVEN days a week/24 hours a day, allowing Young Hollywood to have unprecedented access and presence among the elite.

"Creating the Young Hollywood Studio, is something we have been looking to do for some time," said R.J. Williams, founder and CEO, Young Hollywood. "We had several opportunities presented to us, but as soon as we toured the newly-renovated Four Seasons, we just knew it was the perfect place to call home. It's spectacular what they have done with this property and their newly installed fiber optic system allows us to really push the envelope. We look forward to having the who's who of Young Hollywood come visit us on a daily basis."

Speaking about this newfound partnership between Young Hollywood and the Four Seasons, General Manager Mehdi Eftekari said "this newfound partnership between Young Hollywood and Four Seasons is ideal as it will continue to enhance the deep bond between the entertainment industry and the hotel."

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. YoungHollywood.com reaches over 2 million unique visitors per month and has over 3 million video streams per month. Young Hollywood has the ability to promote and distribute content across its extensive network of distribution platforms, including Yahoo!, TV Guide, and its own channel on HULU, as well as mobile distribution with Verizon, Sprint and AT&T, and third party placements on Entertainment Tonight, Extra, E!, etc. Combined, Young Hollywood reaches over 100 million viewers per month, offering highly unique integration and promotional opportunities.

Since re-launching the site in September 2009, YoungHollywood.com has had a 154% increase in traffic, as well as an 88% increase in video views.

**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 that is one step ahead of the trends. The company was founded in 2007 by producer and host RJ Williams, who also serves as the company CEO.

[www.yhworldwide.com](http://www.yhworldwide.com)

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