

YOUNG HOLLYWOOD ANNOUNCES VERGE TO EMERGE CAMPAIGN PRESENTED BY AT & T

Twelve Week Campaign Honors Young Rising Stars in Film, Music and Television

Hollywood, CA—July 6, 2009—**Young Hollywood** (www.younghollywood.com), a leading entertainment web site, today announced the launch of **Verge To Emerge**, a twelve week campaign that features 12 stars regarded as “ones to watch” by the Young Hollywood.com team.

Premiering today with **Sara Paxton**, star of the upcoming **CW** television series ***The Beautiful Life***, a rising young celebrity will be introduced every Monday for 12 weeks at www.younghollywood.com/vergetoemerge, accompanied by exclusive video content that includes the signature personal in-depth interviews that Young Hollywood.com has become known for. As a result of Young Hollywood’s relationship with **Glam Media**, video content of the selected Verge To Emerge celebrities from each week will also be distributed on the GlamTV and BrashTV platforms to the Glam Media publisher network of more than 1,000 sites and blogs and promoted across the Glam.com and Brash.com homepages.

“We interact with new talent every day, so we created Verge To Emerge as a platform to showcase the work that Young Hollywood believes has that something extra,” said **RJ Williams**, founder and CEO of Young Hollywood. “We look forward to helping introduce these future stars to the world and to make Verge To Emerge a recurring event.”

“Glam Media believes that utilizing the creativity of our Publisher Network sets us apart from the other vertical networks in the industry,” commented **Ernie Cicogna**, Glam Media Co-Founder, EVP, Glam Partners and GM, Glam Publisher Network. “Publishers such as Young Hollywood and their exciting new ideas for content and audience engagement, like the Verge To Emerge program, are why our advertisers’ dollars deliver better results with the Glam Media Network.”

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 & 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, R.J. Williams, who also serves as the company CEO. For more information, visit www.younghollywoodnetwork.com.

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