

## **Young Hollywood Launches Exclusively on Apple TV**

### **Young Hollywood to Launch Several New Slates of Premium Long-Form Programming Only Available on Apple TV**

Los Angeles, CA – March 24, 2014 — Young Hollywood today announced the launch of its premium, celebrity-focused programming on Apple TV. The network built for millennials is available exclusively on Apple TV, providing Apple TV users around the world a new way to experience one-of-a-kind celebrity-focused and lifestyle content.

Young Hollywood on Apple TV will premiere seven new original half-hour series this month totaling over 100 episodes. After the initial launch, Young Hollywood will continue to regularly debut new series on Apple TV, including the launch of a new weekly flagship entertainment news show “Young Hollywood Now.”

Young Hollywood plans to expand its brand beyond the celebrity interview format and will be developing original programming across multiple genres – including reality, scripted series, animation, specials and documentaries targeting the millennial audience. From news, entertainment and music to sports, beauty/fashion, food and lifestyle, the programming lineup will offer immediate access to on-demand content that spans a wide range of passions and interests.

“We are thrilled to bring our one-of-a-kind programming to Apple TV,” said RJ Williams, Founder and CEO of Young Hollywood. “Our exclusive debut on Apple TV marks our next phase of growth and we plan to maximize the value of our content through this best-in-class distribution platform.”

In addition to the premiere of their first slate of long form programming, Young Hollywood will offer on-demand content from their vast library of over 2,500 hours of celebrity interviews that continue to take place regularly at the Young Hollywood Studio inside the Four Seasons Hotel in Los Angeles and at numerous tent-pole events and celebrity happenings across the world.

“Young Hollywood on Apple TV will provide a whole new premium video viewing experience to millions of users,” said Tracy Behr, SVP Marketing and Brand Strategy. “Viewers are eager to find premium digital content with a distinct point of view on subject matters they can personally relate to, and we see the Young Hollywood experience on Apple TV as the go-to destination for millennials.”

Young Hollywood continues to deliver original celebrity and lifestyle programming to millions of users across all devices including mobile, desktop, tablets, television and now connected TVs.

### **About Young Hollywood**

Founded by R.J. Williams in 2007, Young Hollywood is one of the world's leading next generation entertainment studios serving millennials. In addition to financing, producing and distributing over 500 hours of original celebrity and lifestyle programming annually, the

company's activities include owning and operating several leading entertainment digital platforms and licensing the Young Hollywood trademark internationally for a range of consumer products and services.

Young Hollywood owns a library of over 2,500 hours of evergreen content updated daily, garnering over 3 billion views to date via its growing distribution network. Young Hollywood's content is broadcast on television in over 30 different territories globally. Additionally, Young Hollywood works closely with some of the most well respected brands in the advertising world to find innovative ways to touch consumers through one-of-a-kind brand integrations and content marketing campaigns.

The company's innovative reputation is also evident in its creation of a first-of-its-kind custom broadcast studio headquartered full-time inside the Four Seasons Hotel Los Angeles at Beverly Hills. Young Hollywood on Apple TV continues a period of extensive digital growth for the network.

For more information, visit [www.yhworldwide.com](http://www.yhworldwide.com) and follow YH on Twitter @Younghollywood.

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