

For Immediate Release

Young Hollywood Contact:
Wendy Zaas
Rogers & Cowan
310-854-8148
wzaas@rogersandcowan.com

**YOUNG HOLLYWOOD TO PROVIDE BEHIND-THE-SCENES COVERAGE OF
ATHLETES TO YAHOO! SPORTS**

Young Hollywood Expands Partnerships With Exclusive Sports Content

LOS ANGELES – OCTOBER 28, 2009 – YoungHollywood.com, a leading entertainment web site, announced today it reached a content arrangement with Yahoo! Sports, the #1 online sports destination. Young Hollywood-produced video content will now be featured on Yahoo! Sports via a dedicated “*Young Hollywood*” channel. Additionally, Young Hollywood recently premiered its aggressively redesigned site that includes its own all new sports vertical, allowing them to provide simultaneous coverage of their custom video content.

“Our collaboration with Yahoo! Sports will give Young Hollywood a larger platform to reach our growing audience with exclusive interviews with some of today’s top athletes, as well as sports legends,” said R.J. Williams, founder and CEO, Young Hollywood LLC. “What sets us apart from other outlets is our unique approach that focuses on the personal side of athletes, providing unparalleled access to their lives during the off season and in their downtime.”

Also on Young Hollywood, athletes will be given an opportunity to be contributing editors on their new section, “The Scene.” They will pen personal blogs giving readers a sense of being on the road, gameday, what they do during the off-season and when they are not playing. Several Young Hollywood athlete interviews have already been featured on Yahoo! Sports, including Michael Phelps, Carmelo Anthony, Terrell Owens, Ryan Sheckler, Mike Tyson, Joe Montana and Tony Parker.

About YoungHollywood.com

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 offering audiences one of a kind original video programming that is one step ahead of the trends. Young

Hollywood takes its cues directly from the stars and is always the first to bring them to you. The company was founded in 2007 by producer and host, R.J. Williams, who also serves as the company CEO. For additional information, please visit www.yhworldwide.com

#