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## **MYSTUDIO® AND THE MICHAEL FINNEY FOUNDATION TEAM UP FOR CHARITY COMEDY CONTEST WITH BILL ENGVALL**

*Contest winner will open for comedy superstar Bill Engvall at the Dodge Theatre on August 3<sup>rd</sup>!*

Scottsdale, AZ (July 13, 2009) – Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), announced today that MyStudio and The Michael Finney Foundation have teamed up for a new blockbuster MyStudio comedy contest to benefit the Arizona Rotary Gift of Life. The winner of the contest will have the honor of performing as the opening act for comedy superstar, Bill Engvall, on August 3, 2009, at the 5,500 seat Dodge Theatre in Phoenix, Arizona.

Bill Engvall, member of the Blue Collar Comedy Tour and star of The Bill Engvall Show on TBS, will be performing at one of the premier comedy events of the year, Michael Finney's DRY HEAT Comedy All-Star Review. The All-Star Comedy Review is part of Michael Finney's DRY HEAT Golf Classic [www.dryheatclassic.com](http://www.dryheatclassic.com), which is an annual charity golf and entertainment event hosted by legendary comedian and magician, Michael Finney, [www.michaelfinney.com](http://www.michaelfinney.com).

"As an entertainer, I know how difficult it can be to get the big break. By teaming up with MyStudio we are not only giving aspiring comedians an opportunity to make it to the big show but we're also helping out a very worthy and important organization, the Arizona Rotary Gift of Life," said Michael Finney, of The Michael Finney Foundation. "This is the DRY HEAT Classic's 13<sup>th</sup> year and I want to thank the folks at MyStudio for partnering up with us to assist us it making it the best ever."

This year, the DRY HEAT Classic is presented by Casino Arizona [www.casinoarizona.com](http://www.casinoarizona.com), with proceeds to benefit the Arizona Rotary Gift of Life program, which provides medical care and support for needy children and their families worldwide who are suffering from congenital heart defects. MyStudio will donate half of the proceeds from each MyStudio comedy video created during the contest period, to the Arizona Rotary Gift of Life.

"MyStudio is excited to be involved with Michael Finney and Bill Engvall in their fundraising efforts for The Michael Finney Foundation and Arizona Rotary Gift of Life," said Tony Vicich Director of Comedy for MyStudio. "Mike Finney has hit a grand slam by bringing in one of the most recognizable names in comedy to perform at The Dodge Theatre. With tickets as low as \$15 dollars, he and Mr. Engvall are making this very special event affordable for everyone during these tough economic times in order to help out a very worthy

cause. We encourage all comedians to come and try out for one of the biggest opportunities in comedy ever offered in Arizona.”

To enter the contest, record a comedy video at the MyStudio personal video recording studio located at Scottsdale Fashion Square mall and then follow the simple entry instructions posted on the MyStudio.net website. Alternative means of video entry are available. The winner will be announced online at [www.MyStudio.net](http://www.MyStudio.net) on August 1, 2009. The contest is open for entries through to July 31, 2009.

#### About The Michael Finney Foundation

The Michael Finney Foundation was established in 1997 by award winning comedian and magician, Michael Finney. Its sole purpose is to raise funds to assist children with medical and everyday needs and throughout the year the Foundation addresses youth at risk programs and provides funding for critical needs.

#### About MyStudio

MyStudio is a self contained, state of the art, high definition (HD) interactive audio/video recording studio designed for installation in shopping malls and other high traffic areas. MyStudio offers the public true recording studio quality audio and broadcast quality video from a proprietary (patents pending), stand-alone recording studio. MyStudio offers the consumer a seamless way to overcome the technological and quality hurdles associated with creating user generated video content. MyStudio and its accompanying website [www.MyStudio.net](http://www.MyStudio.net), uniquely incorporate the best elements of some of the world’s leading internet and entertainment properties, all in a single entertainment venue.

MyStudio enables a user, for a \$20 fee, to record an HD video up to 5 minutes long with a quality, ease and convenience never before available to the general public. It can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. By using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their video or they can upload their own custom background. In addition, MyStudio offers thousands of licensed karaoke tracks from EMI Music Publishing which allows a consumer to legally create a music video for public viewing online. User videos are automatically uploaded to the MyStudio website, which offers free member profile pages and video sharing in a social networking environment. From the website, each user can also order a free DVD of their video.

MyStudio has entered into multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and Reality TV giant, Mark Burnett Productions and recently announced plans to install two new MyStudios in Los Angeles and New York.

#### About Studio One Media, Inc.

Studio One Media, Inc. ("Studio One") is a diversified media and technology company based in Scottsdale, Arizona. Studio One subsidiaries and divisions include Studio One Entertainment, Inc., MyStudio Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., and MyStudio Mastering. Over the last six years, Studio One and its wholly-owned subsidiary Studio One Entertainment, Inc., have been engaged in the research and development of proprietary, leading edge audio and video technologies for professional and consumer use. Studio One introduced its first groundbreaking product in September 2008, with the installation of its first MyStudio interactive audio and video recording studio in the Scottsdale Fashion Square mall.

#### Forward-Looking Statements

*This document contains forward-looking statements that are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected. These risks, assumptions and uncertainties include: the ability of the Company to raise capital, the ability to complete systems within currently estimated time frames and budgets; the ability to compete effectively in a rapidly evolving and price-competitive marketplace; changes in the nature of telecommunications regulation in the United States and other countries; changes in business strategy; the successful integration of newly acquired businesses; the impact of technological change; and other risks referenced from time to time in the Company's filings with the Securities and Exchange Commission.*

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