



STEP IN, STAND OUT  
**MYSTUDIO**

**MyStudio(R) Hosts Auditions for Mark Burnett Productions' "Bully Beatdown"(TM)  
MyStudio Audio/Video Recording Studio to Find "Victims" and "Bullies" for New Hit Reality  
Show Airing on MTV Networks**

SCOTTSDALE, AZ--(Marketwire - June 10, 2009) - Studio One Media, Inc. ("Studio One") (OTCBB: **SOMD**) announced today, in conjunction with its multi-year agreement with Mark Burnett Productions, that auditions for Mark Burnett Productions' new top reality show "Bully Beatdown"<sup>TM</sup> began this week at its MyStudio recording studio inside Scottsdale Fashion Square mall, in Scottsdale, Arizona.

Mark Burnett Productions pioneered the use of a full service recording studio for auditions for reality TV in March 2009 when they first used MyStudio for auditions for "Are You Smarter Than A 5th Grader?"<sup>®</sup>

In each episode of executive producer Mark Burnett's "Bully Beatdown," which airs on MTV, ([www.mtv.com/ontv/dyn/bully\\_beatdown/series.jhtml](http://www.mtv.com/ontv/dyn/bully_beatdown/series.jhtml)), victims reach out to the show's host, professional mixed martial arts (MMA) fighter Jason "Mayhem" Miller, to enlist his help. Bullies will be confronted and challenged to an upcoming mixed martial arts bout against a professional mixed martial artist for a chance to win \$10,000. Auditions will run through June 30, 2009 and are open to both "bullies" and "victims" 18 years of age or older.

Audition videos for the show can be created by going to the MyStudio located at Scottsdale Fashion Square mall. Record your video, create a free profile, activate your video, and follow the easy steps to submit your video at [www.MyStudio.net](http://www.MyStudio.net). All additional details can be found by going to the audition page at the MyStudio.net website.

About Mark Burnett Productions

Mark Burnett Productions (MBP) is a leading production company for primetime television, cable, and the Internet, and has produced over 1,100 hours of television programming which regularly airs in over 70 countries around the world. MBP revolutionized television with hits such as "Survivor" (CBS), "The Apprentice" (NBC), "Rock Star" (CBS), the DreamWorks co-production "On The Lot" (FOX) and "The Contender" (Versus), and the smash hit "Are You Smarter Than A 5th Grader?" (FOX), which is currently being produced in 51 countries. and the daytime syndicated hit, "Martha." MBP entered the world of award shows in the summer of 2007, when Mark Burnett began serving as executive producer for the MTV Movie Awards, a role he has continued each summer thereafter. In October of 2007, MBP opened Mark Burnett Productions Asia, a joint venture with Genting International, to both create new content for and adapt established formats in the Asian market. Since 2001, MBP has garnered a total of 51 Emmy nominations with 5 wins, and has won 4 People's Choice Awards. Mark Burnett has been named one of the most influential people in the world by TIME magazine and TV Guide's most valuable player and, in 2007, was inducted into the Broadcasting and Cable Hall of Fame.

### 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 groundbreaking quality from a proprietary (patents pending), standalone recording studio. 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, from video sharing, to social networking and talent-based contests made popular by Reality TV, all in a single entertainment venue. MyStudio enables a user, for a \$20 fee, to record an HD video 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 in which to create their video. Every user can easily upload their video to the MyStudio website which offers video sharing and member profile pages in a social networking environment. From the website, each user can also order a free DVD of their session. Studio One launched its first MyStudio in Scottsdale, Arizona in September and is targeting additional high profile cities in 2009.

MyStudio recently announced multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and reality TV giant, Mark Burnett Productions. 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 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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