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ENTERTAINMENT MAGAZINE

AMERICAN IDOL'S **SIMON FULLER**,
PEREZ HILTON AND **JAMIE KING** ARE LOOKING
FOR THE NEXT GREAT BOY BAND!



AUDITION AT MYSTUDIO IN SCOTTSDALE!

BOY BAND™

Unbeknownst to most of the Valley, Scottsdale's own MyStudio® has grown into one of the entertainment industry's newest superstars. Since its launch, MyStudio has landed partnerships with some of the biggest names in entertainment including music giant EMI Music Publishing, The GRAMMY Foundation, reality TV king Mark Burnett Productions and music super-producer Rodney "Darkchild" Jerkins (Lady Gaga, Michael Jackson, Beyonce and Britney Spears).

MyStudio has now partnered up with American Idol's Simon Fuller, celebrity gossip columnist Perez Hilton and choreographer and tour producer, Jamie King to conduct auditions for their new Boy Band project. The three entertainment moguls are looking for five teenage boys to become part of a new Boy Band music group that they are forming. MyStudio was also responsible for the development and hosting of the Boy Band website. Auditions are on right now at Scottsdale Fashion Square mall. Visit MyStudio.net for more details.

MyStudio is the brainchild of Valley resident Larry Ryckman, who serves as CEO of MyStudio, Inc. Larry is an award winning sports and entertainment executive who has recruited a veritable who's who to his MyStudio team. Engineering legend Shelly Yakus, was appointed MyStudio's VP - Audio Engineering. Shelly is one the music industry's most respected veterans having engineered dozens of gold and platinum albums for artists including John Lennon, Tom Petty and U2. Emmy award winner Matt Long heads up the



video department and valley icon Barry Goldwater, Jr. serves as Chairman of MyStudio's parent company Studio One Media, Inc. (a public company). The Company's advisory board includes leaders in media, business and entertainment including billionaire media investor and Interscope Records co-founder Ted Field, British publishing magnate and News Corp. director Andrew Knight, former Warner Music President Richard Blackstone, and Paul Orefice, former Chairman, President and CEO of Dow Chemical.

MyStudio opened its first MyStudio in the Scottsdale Fashion Square mall in the fall of 2008. MyStudio

kicked off the opening with one of the year's biggest and most memorable parties, which drew close to 2,000 people. MyStudio began its national expansion with the installation of its second studio in West Hollywood in September of 2009. The Hollywood location also serves as a showroom and special event space. Since opening the Hollywood location, MyStudio has hosted several star studded events for celebrities such as Dr. Dre, Quincy Jones III and Dancing with the Stars Karina Smirnoff. The next MyStudio is slated for opening in the New York area next month. For more information please visit MyStudio.net.

ABOUT MYSTUDIO

MyStudio is a self contained recording studio designed for installation in malls. It offers the public access to true broadcast quality video and audio recording studio quality with an ease, convenience and economy never before available. Users can choose from over a 1,000 virtual backgrounds in which to create a video and thousands of songs from EMI music. Users can record videos for music, comedy, reality TV, modeling, job resumes, business videos, and personal greetings. For more information visit www.MyStudio.net.

