

PROMASTERHD™



AFTERMASTER™  
HD AUDIO

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## **AfterMaster And BETA Records Partner To Provide A Global Digital Music Mastering Solution**

*AfterMaster's new ProMasterHD online mastering service will bring professional mastering results within reach of budding artists worldwide*

**Los Angeles, CA** (June 16, 2011) - [Studio One Media, Inc.](#) (OTC.BB:SOMD -News) today announced that its wholly owned subsidiary AfterMaster Audio Labs, Inc. has partnered with [BETA Records](#) to introduce "[ProMasterHD](#)," a new online prosumer version of its award winning [AfterMaster HD Audio](#) mastering technology. AfterMaster is a revolutionary mastering technology designed for use in the post production of professional audio recordings in music, television, radio and film. The proprietary AfterMaster process dramatically increases the actual loudness of audio recordings while delivering unprecedented clarity, depth and imaging over traditional mastering technologies. AfterMaster and BETA hope to gain a foothold with ProMasterHD in the vast independent music industry, where millions of diverse musical compositions are created every month around the world.

For the first time, ProMasterHD will allow music creators worldwide to achieve a loudness, clarity and presence in their music which has not been available through traditional online mastering services, at an affordable \$75 per song. The ProMasterHD service will launch on July 15, through an online platform hosted by BETA Records at [www.promasterHD.com](http://www.promasterHD.com) and will be accessible for use on all genres of music worldwide. ProMasterHD can also be used to make songs that have already been mastered, sound even better.

"This is an exciting milestone in the development and commercialization of our AfterMaster HD Audio mastering technology," stated AfterMaster co-founder and CEO, Larry Ryckman. "We believe that we can achieve a presence in the online mastering market with ProMasterHD by combining a low price-point with a superior final product utilizing our new state of the art AfterMaster HD Audio technology. The BETA partnership provides us with the creation and hosting of the ProMasterHD online platform as well as immediate exposure through BETA's national TV show and thousands of member-artists."

The underlying AfterMaster technology used for ProMasterHD was created through a multi-year, multi-million dollar development effort led by music engineering legend, Shelly Yakus (U2, Tom Petty, Madonna, John Lennon) and is rapidly gaining wide acceptance. AfterMaster has already been used on music by dozens of top artists including Lady Gaga, Janet Jackson and most recently on Kerli's #1 Billboard Dance hit, "Army Of Love."

"The new prosumer version of our AfterMaster technology will now allow anyone to have access to the same technology that we use in the studio professionally with top artists, with an ease and affordable price point," stated AfterMaster co-founder and Sr. VP of Audio Engineering, Shelly Yakus. "The low cost of ProMasterHD now puts professional mastering results in reach of up and coming artists and anyone who is creating music worldwide and will make their music sound finished, important and competitive."

"We are in the final stages of integrating the technology into our music community of 80,000+ artists. This is going to revolutionize the way music is finalized for online distribution, especially for the do-it-yourself artist that normally leaves out the all-so-important mastering step because of cost. We are convinced that an extra \$75 spent to make a song louder, richer, and have more presence is a bargain when hundreds of hours have already been invested," states Chris Honetschlaeger, President and Co-Founder of BETA Records. BETA will also be processing all of the current TV and Online Shows' audio using ProMasterHD "We have a million viewers of BETA content each week that want to experience the best in sound from their favorite artist."

### **About BETA Records**

BETA is the leader in making, moving, and monetizing music. The BETA Records Community and half-hour weekly TV Show, seen weekend mornings and in the after-school time block, is syndicated to 157 network-affiliated broadcast television stations in 116 markets, reaching 76% of U.S. households. Across TV and Online platforms, 1,000,000 fans enjoy BETA music content each week. [www.betarecords.com](http://www.betarecords.com).

### **About AfterMaster HD Audio**

AfterMaster HD Audio is an award winning new process for mastering and remastering audio which has been described as one of the biggest breakthroughs in audio since the introduction of digital music. The AfterMaster technology is a proprietary, patent-pending combination of hardware and software which was developed over the last five years by the AfterMaster Audio Labs, Inc. The revolutionary AfterMaster technology dramatically increases the apparent loudness, depth, clarity and imaging of virtually any audio recording. The AfterMaster process is performed after a final audio mix or master has been completed and can be used for both new and catalogue recordings. AfterMaster can be applied on all audio sources including music, radio, television and film. [www.aftermasterhd.com](http://www.aftermasterhd.com).

AfterMaster Audio Labs, Inc. is a wholly owned subsidiary of Studio One Media, Inc., a diversified entertainment technology company located in Scottsdale, Arizona and West Hollywood, California. Studio One is also the developer of [MyStudio](#) interactive HD recording studios, which recently completed national music talent auditions pursuant to a multi-year agreement with Simon Cowell's "The X Factor."

### **Forward-Looking Statements**

*This press release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Studio One Media, Inc. and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statement herein. They are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from the statements made herein are: (1) changes in economic, business, competitive, technological and/or regulatory factors, (2) failure to receive stockholder approval of certain actions, if required, (3) failure to compete in a rapidly changing marketplace, (4) failure to retain key employees, (5) failure to raise adequate capital to support the growth and operations of the Company, and (6) other factors affecting the operation of the business of Studio One. More detailed information about these and other factors that may affect current expectations may be found in filings by Studio One as applicable, with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Any forward looking statement contained in this press release by Studio One speaks only as of the date on which it is made. Studio One is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.*

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