

Emmy-Winning CD Sheila Jaffe Joins MyStudio Team

Emmy Award-Winning Casting Director of "The Sopranos" and "Entourage" to Oversee MyStudio Casting and Audition Initiatives

LOS ANGELES, CA, Jul 19, 2010 -- [Studio One Media, Inc.](#) today announced that movie and television casting legend [Sheila Jaffe](#) has joined the MyStudio team (www.MyStudio.net). As one of the newest additions to Studio One's advisory board, the Emmy Award-winning casting director will be involved in the development of casting and audition initiatives for Studio One's MyStudio HD Recording Studios.



"I am very pleased to join the MyStudio team. Video is becoming an important tool in the casting and audition process, and MyStudio offers high quality and ease of use which will allow more people to have a greater opportunity to audition for TV shows and films. Additionally, it will provide casting directors a much larger talent pool to select from," stated Sheila Jaffe.

Ms. Jaffe has been responsible for the casting of over 100 television shows and feature films and has received multiple Emmy nominations, including winning an Emmy for "Outstanding Casting" for "The Sopranos." On the big screen, her vast resume includes such features as "The Italian Job" and "Invincible," and the soon to be released films "Secretariat" and "The Fighter." She is considered one of the most sought after talents in her field.

"Casting and auditions will become an integral part of MyStudio as we continue our national roll out," stated Larry Ryckman, Founder and CEO of MyStudio, Inc. "Sheila Jaffe is an industry leader and her experience and vast industry

contacts will be valuable in developing casting and audition initiatives for MyStudio. We are honored to have Ms. Jaffe join the MyStudio team."

Studio One's advisory board consists of leaders in business, media and entertainment, who advise the company in the development and implementation of Studio One's business plan for its MyStudio interactive HD recording studios and other entertainment based technologies.

MYSTUDIO[®]

HD RECORDING STUDIOS

About MyStudio(R) HD Recording Studio

MyStudio is a self-contained, state-of-the-art, audio/video recording studio that offers true professional recording studio-quality audio and HD broadcast-quality video with an ease, economy and convenience never before available. MyStudio eliminates the high cost and technological and logistical barriers inherent in the creation of high-quality online video content thereby opening up a new world of opportunities for the creation of user-generated video content by amateurs and professionals alike.

MyStudio can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. A recording session for up to five minutes costs only \$20. Using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their videos or they can upload their own custom backgrounds. In addition, MyStudio offers thousands of licensed karaoke tracks from EMI Music Publishing thereby allowing consumers to legally create music videos for public viewing on-line.

Within minutes of recording, videos are automatically uploaded to the MyStudio.net website, which offers free member profile pages and video sharing in a social networking environment. At MyStudio.net, members can enter contests, receive free DVDs of their videos, download MP3 audio files, access embed codes or print high-resolution photos from their videos.

MyStudio locations include Phoenix, Arizona, Hollywood, California, and Miami, Florida. Additional locations are coming soon.