

Studio One Media Appoints New VP of Marketing

Tony Quist to Head Up Worldwide Marketing and Upcoming National Promotional Campaign for MyStudio HD Recording Studios



May 04, 2010: 09:00 AM ET

Studio One Media, Inc. ("Studio One") (OTCBB: SOMD) today announced that Mr. Tony Quist has joined the Company as Vice President of Marketing. Mr. Quist will be responsible for leading all aspects of marketing and advertising sales for Studio One's [MyStudio](#) HD recording studios worldwide. Mr. Quist's immediate focus will be on planning and coordinating MyStudio's upcoming national brand awareness, marketing and advertising campaign which will commence following the installation of its sixth MyStudio location scheduled to open in June.

Mr. Quist is a top-producing sales and marketing professional with over sixteen years experience in the venue, event, and entertainment industry. Mr. Quist most recently worked for The Ellman Companies where he was instrumental in the launch of Westgate City Center, one of Arizona's largest super-regional entertainment destinations. As Director of Sales and Corporate Partnerships for Westgate Sports & Entertainment Group, the marketing and promotional arm of Westgate City Center and its media subsidiary, Clear Channel Branded Cities Division, Tony was responsible for all corporate sales and marketing activities, including campaign planning, marketing partnerships, and large-scale event and visitor development initiatives. During his tenure, he was directly responsible for developing multi-million dollar corporate partnerships while the development experienced over 12 million annual visitors and development impressions for the metropolitan Phoenix super-regional entertainment and retail development.

Prior to Westgate, Mr. Quist held senior level positions within the business-to-business trade show and business-to-consumer event industries serving as Vice President of Sales & Marketing for General Sports Shows, Inc. and Group Show Director for Cygnus Business Media. He played an integral role in building these organizations' portfolios through new market launches, event acquisitions and growing event revenues. While at Cyngus, he grew the company to one of the top ten tradeshow event organizers in the country and was recognized in Tradeshow Week Magazine as a "national phenomenon" in the regional trade show industry.

About MyStudio®

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, Nashville, Tennessee and Miami, Florida. Additional locations are coming soon.

About Studio One Media, Inc.

Studio One Media, Inc. ("Studio One" or the "Company") is a diversified media and technology company with offices in Scottsdale, Arizona and Hollywood, California. Studio One is engaged in the research and development of proprietary, leading-edge audio and video technologies for professional and consumer use. Studio One subsidiaries and divisions include MyStudio, Inc., MyStudio Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., MyStudio Audio Labs, Inc., and MyStudio Masters. Studio One has entered into strategic relationships including EMI Music Publishing, The GRAMMY Foundation®, Mark Burnett Productions, RealtyWanted.com, and Back Stage Casting.

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.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1243343