



# MyStudio to Open Its Latest HD Recording Studio in South Florida

The National Expansion of MyStudio Continues as It Opens Its Fourth Location in Miami Area!



April 19, 2010: 09:00 AM ET

Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), a leading-edge entertainment technology company, today announced that its revolutionary [MyStudio®](#) HD Recording Studio will open in the [Sawgrass Mills](#) mall in south Florida, on April 30, 2010. The introduction of this state-of-the-art entertainment venue will provide consumers, musicians and businesses in Miami and the surrounding areas the ability to create professional quality videos for music, modeling, comedy, auditions, dating, resumes and personal greetings. The Miami market will be home to Studio One's fourth MyStudio and joins its other locations in Phoenix, Arizona, Hollywood, California and Nashville, Tennessee. The Sawgrass Mills Mall is the third MyStudio location placed within The Mills portfolio, which is operated by the [Simon Property Group](#).

"We are excited to offer our shoppers this cutting-edge experience, whether it be for fun or to help someone pursue a dream," said Luanne Lenberg, VP/General Manager of Sawgrass Mills. "This new concept is another great example of Sawgrass Mills' unique brand of shopping, which reflects our commitment to offer more stores, more value, more selection and more fun."

Sawgrass Mills is Florida's most popular shopping mall with over 26 million visitors annually. It is the sixth largest shopping center in the United States, covering nearly 2.4 million square feet, and is Florida's largest outlet, value retail and entertainment center with more than 350 stores. Sawgrass Mills is located within the Miami metropolitan area which includes [Fort Lauderdale](#), [West Palm Beach](#) and [Miami](#).

"We are very happy about opening our next MyStudio in south

Florida, in one of Americas largest malls," states Anna Madrid, VP of Business Development for Studio One Media, Inc. "Our recent studio openings in the Opry Mills and Arizona Mills malls have generated a high level of interest, excitement and customer use. With its high mall traffic and central location we believe that the Sawgrass Mills will be an ideal location for the successful roll-out of our next studio."

The strength of the Company's partnerships has already begun to bridge the gap between entertainment industry giants and the general public. MyStudio has hosted a large array of music, modeling and comedy contests and auditions that have provided MyStudio users unique opportunities to showcase their talents to a variety of audiences in a format and quality that has never before been available. Some of the high profile MyStudio auditions to date include Mark Burnett Productions' "Are You Smarter Than a 5th Grader?," MTV's "Bully Beatdown," The GRAMMY Foundation® programs such as GRAMMY® Camp and GRAMMY® Jazz Ensemble, and most recently "American Idol" producer Simon Fuller, Jamie King and Perez Hilton's, "Boy Band Search."

#### *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](http://MyStudio.net) website, which offers free member profile pages and video sharing in a social networking environment. At [MyStudio.net](http://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 Nashville, Tennessee. 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=1227429](http://www2.marketwire.com/mw/frame_mw?attachid=1227429)

Media contact: Anna Madrid/480-559-4711  
amadrid@studioonemedia.com  
[www.MyStudio.net](http://www.MyStudio.net)

