



Dallas Becomes the Newest Location for Revolutionary MyStudio HD Recording Studios

JUL 20, 2010 - 09:00 ET

FOR: STUDIO ONE MEDIA, INC.

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MYSTUDIO®
HD RECORDING STUDIOS

MyStudio National Expansion Continues as It Opens Its Fourth Studio Location in Grapevine Mills Mall

SCOTTSDALE, AZ--(Marketwire - July 20, 2010) - Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), a leading edge entertainment & technology company, today announced that its revolutionary MyStudio® HD Recording Studio is coming to the Dallas-Fort Worth area at the Grapevine Mills mall in Grapevine, Texas and will open on July 25, 2010. The introduction of this state-of-the-art entertainment venue will provide consumers, musicians and businesses the ability to create professional quality videos for music, modeling, comedy, auditions, dating, resumes and personal greetings.

The Dallas-Fort Worth market will be home to Studio One's fourth MyStudio. The Grapevine Mills Mall is the fourth MyStudio location placed within The Mills portfolio, which is operated by the [Simon Property Group](#).



MyStudio HD Recording Studios

The Grapevine Mills mall is one of the largest shopping outlets in the Dallas-Fort Worth area with over 18 million visitors annually and covering 1.6 million square feet featuring more than 200 stores, restaurants, casual dining and entertainment venues. The mall is also a popular tourist attraction located just two miles from the Dallas-Fort Worth International Airport.

"We are excited to have our latest MyStudio location at one of the largest shopping malls in a market as strong as the Dallas-Fort Worth area," stated Anna Madrid, VP of Business Development for Studio One Media, Inc. "The Grapevine Mills mall is a fantastic gateway for local talent wanting to develop and showcase their abilities on a national platform."

Dallas-Fort Worth has a rich arts and entertainment culture where many local and mainstream artists have developed their talents. MyStudio gives locals the opportunity to break into the music, television and film industries and follow in the footsteps of successful Dallas-Fort Worth born artists such as Kelly Clarkson, The Jonas Brothers, LeAnn Rimes and Norah Jones.

The strength of the Company's partnerships has already begun to bridge the gap between entertainment industry giants and the general public. MyStudio and its accompanying website www.MyStudio.net 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® 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.

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 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, and (5) 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.