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Feature Article

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Los Angeles, CA, Sep 16, 2010 (eTeligis.com via COMTEX)

Studio One Media, Inc. ("Studio One") (OTCBB: SOMD | [PowerRating](#)), announced today that it has once again partnered with three of the biggest names in [music](#) and entertainment to host the final round of auditions for The Boy Band for the Next Generation!

The four day casting event is being held exclusively at the MyStudio(R) HD Recording Studio locations at Grapevine Mills Mall, in the Dallas area, and Sawgrass Mills Mall, in the Miami area. Contestants can create and submit their audition videos at either location on [September](#) 23 26, 2010.

Boy Band is the brainchild of Perez Hilton, the self proclaimed "Queen of All Media," Jamie King, the most prolific pop music tour director in the world and Simon Fuller, one of the most successful music managers in the history of pop music and the genius behind the American Idol franchise. As entertainment industry power players with tremendous influence over today's music marketplace, Hilton, King and Fuller have joined forces to form The Boy [Band](#) for the Next Generation!

MyStudio offers contestants an easy, convenient and economical way for Boy Band contestants to create professional quality audition [videos](#). During this exclusive casting call, Boy Band will be looking for undiscovered talented teenage boys between 12 and 15 years old who are both excellent [singers](#) and dancers. Contestants will create 2 videos that demonstrate their vocal and dancing abilities. The winner will have the incredible opportunity of being part of what is sure to become one of the most successful music groups in recent years. For complete details, rules and technical requirements please visit [MyStudio.net](#).

About the Boy Band Creators

Perez Hilton, the self proclaimed "Queen of All Media," has the proven ability to singlehandedly create a media blitz around an artist, as he has done for Lady GaGa, Katy Perry and countless others.

Jamie King is the most prolific pop music tour director in the world, the mastermind behind [Madonna's](#) last four tours as well as recent tours for artists including: Britney Spears, Celine Dion, The Spice Girls, Ricky Martin, Christina Aguilera, Avril Lavigne and currently Rihanna's 2010 World Tour.

Simon Fuller, one of the most successful music managers in the history of pop music and the genius behind the [American Idol](#) franchise, has made his name and his empire from discovering and cultivating new talent.

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 and 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, Miami, Florida and Dallas, Texas. 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.