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# Studio One Prowls the Catwalk with L.A. Models in Creation of Nationwide Talent Search for the Next Face of Modeling

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SCOTTSDALE, Ariz., Sept. 25 /PRNewswire-FirstCall/ -- As it prepares to launch its first MyStudio(TM) video recording studio in Scottsdale on September 29, Studio One Media, Inc. (OTC Bulletin Board: SOMD) today announced a partnership with famed modeling agency L.A. Models to create an exclusive modeling contest that could change the way that new talent is discovered. The partnership gives MyStudio users an opportunity to participate in a nationwide search that could launch a modeling career. The winner receives a one-year contract with L.A. Models, three months of rent-free accommodations at the L.A. Models apartment, a makeover, photoshoots, composites and spending money - everything a model needs to kick-start their career.

The contest runs from September 29 through December 31. Utilizing MyStudio and its website, <http://www.MyStudio.net>, contestants can make a four-minute video that highlights their modeling potential. For \$20, they will have access to MyStudio's vast catalog of digital backgrounds along with state-of-the-art technology to highlight their looks and convey their personalities. MyStudio is a self-contained, high-definition recording studio where consumers can create high-quality videos for music recording contracts, modeling contests, comedy contests, auditions for reality shows, etc.

"The MyStudio concept can revolutionize the way modeling agencies find new talent," commented Studio One Media's Paul Fisher. "By being able to utilize high-definition digital recording technology and the MyStudio social networking website, aspiring models can get in front of some of the most powerful modeling agencies in the world from their hometowns."

Fisher, a legendary modeling manager who has helped build the careers of such famous faces as Naomi Campbell, Stephanie Seymour, Carre Otis, Brooke Burns, Djimon Hounsou and Kimora Lee Simmons, played a key role in striking this first-of-its-kind deal with L.A. Models. The model search is the first major contest that will be run utilizing the MyStudio infrastructure and will showcase the unique applications of this industry-first recording and social networking technology.

"When we first heard about the MyStudio concept, we were excited because we knew immediately it could change the way we scout new talent," commented Heinz Holba of L.A. Models. "We are pleased to be the first modeling agency utilizing MyStudio to identify talent, and we see endless possibilities."

The contest is divided into three categories: children age 5-14, female models age 15-27 and male models age 15-35. The search will begin at the first MyStudio location in the Scottsdale Fashion Square Mall and will continue online, where Web audiences will be given the opportunity to select one of three finalists. An additional two finalists will be selected by a panel of modeling industry judges, with the winner selected by Heinz Holba, owner of L.A. Models.

The L.A. Models contest, the first in a series of exclusive MyStudio events, will expand as MyStudios open across the U.S. in markets including L.A., Tampa, Las Vegas and New York. MyStudio plans to host a new modeling contest every 90 days with a top international modeling agency. For contest rules or additional information, please visit <http://www.MyStudio.net>.

About MyStudio

MyStudio is a self-contained, state-of-the-art, high-definition (HD) interactive audio/video recording studio designed for installation in shopping malls and other high-traffic areas. MyStudio offers groundbreaking quality from a proprietary (patents pending), stand-alone recording studio. MyStudio and its accompanying website, <http://www.mystudio.net>, uniquely incorporate the best elements of some of the world's leading internet and entertainment properties, from video sharing, to social networking and talent-based contests made popular by Reality TV, all in a single entertainment venue.

MyStudio enables a user, for a \$20 fee, to record an HD video with unsurpassed quality, ease and convenience never before available to the general public. MyStudio can be used to create videos for music, modeling, comedy, dating, job resumes, auditions and personal messages and greetings. Using Hollywood-style green screen technology, MyStudio users can choose from hundreds of HD virtual backgrounds in which to create their video. Every user receives a DVD of their session onsite and their video is automatically uploaded to the MyStudio website which offers video sharing and member profile pages in a social networking environment. From the website, videos can also be entered into monthly trade-sponsored music, modeling and comedy contests or sent to talent, dating or job search agencies.

About L.A. Models

With over 23 years of operation in the fast-paced, high-stakes world of modeling, founder Heinz Holba has built L.A. Models into one of the most powerful and successful agencies in the industry. Since the early 1980's, Holba has worked tirelessly and successfully - and nearly single-handedly - to create a legitimate international modeling presence in Los Angeles. Holba's efforts have paid off, as L.A. Models is currently the largest modeling agency on the West Coast and one of the most respected in the world.

In February of 1995 Holba opened New York Models, which has fast become known as one of the top editorial

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#### 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 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.

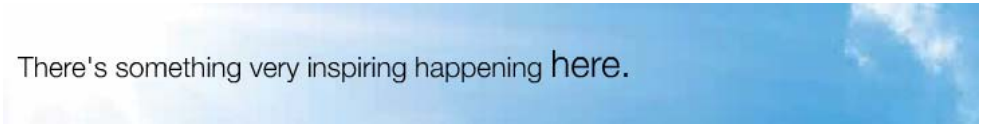
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