

# Los Angeles Times

**SOMD** Studio One Media Inc (OTC BB)

## **Auditions From MyStudio Dominate the Profiled Finalists on Simon Cowell's "The X Factor"**

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LOS ANGELES, CA, Sep 29, 2011 (MARKETWIRE via COMTEX) -- Studio One Media, Inc. ("Studio One") (SOMD) today announced that singing duo McKenna and Brock from Willard, Missouri, Skyelor Anderson from Southaven, Mississippi and Drew Ryniewicz of Chino Valley, Arizona, who auditioned at MyStudio(R) HD Recording Studios, were among the main profiled artists who advanced to "The X Factor" "boot camp" finals on Wednesday, September 28, 2011. These artists join MyStudio auditionees Kyle Corr of Hebron, Nebraska and Marivana of Miami Beach, Florida, at The X Factor boot camp and were among thousands who recorded their auditions at a MyStudio HD Recording Studio. Follow MyStudio and all finalists on "The X Factor" on FOX and MyStudio.net in their quest for the unprecedented \$5,000,000 prize! "The X Factor" boot camp editions air on FOX on October 5 and 6, 2011.

"The X Factor" is the first televised singing talent competition to utilize the state-of-the-art MyStudio HD Recording Studios to conduct auditions nationwide, giving more people the chance to become a global superstar. The X Factor MyStudios allow contestants to audition in a private recording studio environment, as if they were performing at a live audition.

All contestants who make it through boot camp will earn a place in one of four categories: young guys, young girls, older singers and groups. The remaining contestants from each category will visit the "judges' homes" which will air on October 12th and 13th and October 18th. The judges will reveal the top finalists on a special extended installment on Tuesday, October 25th. Viewers will be able to begin voting with the live performance shows that start November 2nd. We encourage everyone to tune in to FOX weekly and follow their favorite finalists and support them through their X Factor journey.

In April 2011, Studio One Media signed a multi-year agreement to conduct auditions for "The X Factor" through its MyStudio HD Recording Studios. The national launch of MyStudio coincided with installations chosen by "The X Factor" and included Arizona, Hawaii, Alaska, Missouri, Colorado and Tennessee. Finalists from MyStudio were invited by "The X Factor" producers to advance directly to live auditions. "The X Factor" is the first singing competition show to utilize the state-of-the-art MyStudio Recording Studios, giving more people the chance to become a global superstar and win a \$5 million recording contract with Syco/Sony Music.

"The X Factor" is produced by Syco Television and FremantleMedia North America.

About Studio One Media, Inc. Studio One 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 Audio Labs, Inc., MyStudio Music and MyStudio Management.

Studio One has entered into licensing agreements with Universal Music Publishing Group, BMG Chrysalis, EMI Music Publishing, and Sony/ATV Music Publishing, and partnerships with Mark Burnett Productions and most recently Simon Cowell's "The X Factor." Studio One's world class advisory board includes entertainment industry leaders like legendary songwriter Diane Warren, music superproducers Rodney "Darkchild" Jerkins and Richard Perry,

award-winning casting director Sheila Jaffe, media investor Ted Field, and music executive Jason Flom.

For more information go to [www.mystudio.net](http://www.mystudio.net).

#### About MyStudio HD Recording Studios

The award-winning 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 to the general public. MyStudio eliminates the high cost and technological and logistical barriers inherent in the creation of high-quality online video content and opens up a new world of opportunities for user-generated video by amateurs and professionals alike. MyStudio is recognized internationally as the definitive leader in interactive audio/video recording studios and recently completed national auditions for Simon Cowell's "The X Factor," pursuant to a multi-year agreement.

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 multiple music publishing groups 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, and access embed codes.

MyStudio locations include Phoenix, Arizona, Kansas City, Missouri, Nashville, Tennessee, Honolulu, Hawaii and Denver, Colorado. Additional locations are coming soon including Los Angeles and the New York area.

#### About "The X Factor"

Since its debut in 2004, "The X Factor" has remained the U.K.'s #1 program for the last seven years, peaking with an audience of 21 million with 65% audience share for its 2010 finale. The format swiftly broke similar records around the world, where local versions have consistently rated #1 in 15 territories, with a worldwide audience now well over 100 million. In Denmark, it has ranked #1 for the last four years, peaking with an 80% share of the audience. In Colombia, it has consistently ranked #1 with a 75% share of the audience. Additionally, "The X Factor" consistently delivers a 50% to 65% share of the viewing audiences in Greece, Hungary, Netherlands, France and Italy -- with the highest percentage of these shares in A15-34. In some markets, "The X Factor" has increased the channel average demographic by up to 250%. The series has received numerous honors worldwide, including three BAFTA awards, numerous NTA awards and the coveted Rose d'Or. In the U.K., an unprecedented 1.5 million iTunes downloads were made from "The X Factor" contestant performances in 2010. Globally, more than 100 million records have been sold by artists launched through the series, including over 90 #1 singles and albums and 150 Top Ten records.

#### About Syco/Simon Cowell

Syco, with offices in London and Los Angeles, is a global music, television and film production joint venture between Simon Cowell and Sony Music Entertainment. Syco Television owns and produces the BAFTA Award-winning "The X Factor," which has topped the charts around the world. Syco Television is also the owner of the "Got Talent" television format. Versions of both "The X Factor" and "Got Talent" are co-produced by Syco, and are shown in more than 70 countries and have won multiple awards including national television awards and BAFTAs.

Syco is also the record label home for such diverse international recording stars as Leona Lewis and Il Divo. Cowell has worked with artists, selling more than 200 million albums and delivering more than 180 No. 1 records. Britain's Got Talent in 2009 launched the global singing career of Susan Boyle. Her debut

Syco album sold over 8 million units in six weeks, making it the world's biggest-selling album of 2009 and the fastest-selling album in history and a total of 20 million records to date.

In 2009, Cowell was named No. 1 in Hollywood Reporter's Top 50 Most Powerful in Reality TV and Entertainment Weekly's Top Entertainer of the Year. In 2010 Simon Cowell was awarded Variety International's Humanitarian Award for his extensive charitable work, The Rose d'Or Golden Jubilee Award and BAFTA's Special Award in recognition of his outstanding contribution to the entertainment industry and development of new talent. He also appeared on Time Magazine's list of Most Influential People in the World and was awarded the International Emmy Founders Award.

#### 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, (5) failure to raise adequate capital to support the growth and operations of the Company, and (6) 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.

#### Image Available:

[http://www2.marketwire.com/mw/frame\\_mw?attachid=1748248](http://www2.marketwire.com/mw/frame_mw?attachid=1748248)

Media contact:

Anna Madrid

310-657-4886

480-559-4711

[amadrid@studioonemedia.com](mailto:amadrid@studioonemedia.com)

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