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Legendary Comedy Club 'The Comedy Store' Partners Again With MyStudio for Comedy Contest

LOS ANGELES, CA -- (Marketwire) -- 01/11/10 -- Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), announced today that it has once again partnered with legendary Hollywood comedy club, [The Comedy Store](#), to create "The Comedy Store/MyStudio Comedy Challenge." Contestants can enter the comedy challenge by recording a comedy video at Studio One's MyStudio® video recording studios and submitting it for entry at www.MyStudio.net. The comedian with funniest comedy video, as judged by The Comedy Store, will perform on the main stage of The Comedy Store in Hollywood, California on the evening of March 26, 2010. "The Comedy Store/MyStudio Comedy Challenge" runs from January 11, 2010 through March 11, 2010.

"The Comedy Store is excited to be partnering with MyStudio for this second round of The Comedy Store/MyStudio Challenge," said Alf Lamont, Director of Marketing and Development at The Comedy Store. "MyStudio and The Comedy Store both have the same philosophy...to help aspiring comics develop into quality entertainers, while giving the audience unforgettable experiences."

The Comedy Store is the world's most famous comedy club and is located in West Hollywood, California, at 8433 Sunset Boulevard on the Sunset Strip. It was opened in April 1972 by comedians Sammy Shore and Rudy DeLuca and is owned and operated by Mitzi Shore. Its alumni consist of famed comedians such as David Letterman, Jim Carrey, George Carlin, Chevy Chase, Rodney Dangerfield, Robin Williams, Jay Leno, Eddie Murphy, Dennis Miller and many more.

"We are thrilled to be coming back to The Comedy Store with a new comedy challenge. From the first day of our first contest all the way to the night our last winner Bryan Ricci performed, The Comedy Store was a pleasure to work with," said Tony Vicich, Director of Comedy for MyStudio. "We are very excited to partner up once again with The Comedy Store and offer the contest winner the incredible opportunity to perform on the same main stage that has been graced by some of the world's greatest comedians over the last 30 years."

Contestants can create a comedy video at MyStudio recording studio's during mall hours at Scottsdale Fashion Square mall in Scottsdale, Arizona, and by appointment at 8560 W. Sunset Blvd., West Hollywood, California. Applicants can make an appointment to record in West Hollywood by contacting Lauren at lauren.ryckman@studioonemedia.com. All videos submitted for entry at www.MyStudio.net will be seen and judged by The Comedy Store. The comedian deemed to be the funniest wins and will be announced online. The contest is open to all styles of comedy. Alternative means of video entry are available.

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. MyStudio opens 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 five minute recording session costs \$20. Using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their video or they can upload their own custom background. In addition, MyStudio offers thousands of licensed karaoke tracks from EMI Music Publishing which allows a consumer to legally create a music video for public viewing online. 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, order a free DVD of their video, download MP3 audio files, access embed codes or print high resolution photos from their video.

MyStudio locations are in Scottsdale, Arizona, West Hollywood, California and coming soon to the New York area.

About Studio One Media, Inc.

Studio One Media, Inc. ("Studio One") is a diversified media and technology company with offices in Scottsdale, Arizona and West Hollywood, California. Studio One subsidiaries and divisions include Studio One Entertainment, Inc., MyStudio Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., and MyStudio Mastering. Over the last six years, Studio One and its wholly-owned subsidiary Studio One Entertainment, Inc., have been engaged in the research and development of proprietary, leading edge audio and video technologies for professional and consumer use. Studio One introduced its first groundbreaking product in September 2008, with the installation of its first MyStudio interactive audio and video recording studio in the Scottsdale

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Fashion Square mall. Studio One has completed multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and Reality TV giant, Mark Burnett Productions.

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.

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