

SOURCE: Studio One Media, Inc.

MYSTUDIO[®]
HD RECORDING STUDIOS **studio·one**
AFTERMASTER[™]



Charles J. Weber
Source Image

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Former Lucasfilm CEO Joins Studio One Media

Accomplished Entertainment Executive Charles J. Weber to Assist in Strategic Initiatives for Studio One Media's AfterMaster and MyStudio HD Recording Studios

LOS ANGELES, CA--(Marketwire - November 16, 2010) - Studio One Media, Inc. ("Studio One") (OTCBB: **SOMD**) today announced that entertainment executive Charlie Weber has joined **Studio One's Advisory Board**. Mr. Weber will play an important role in assisting the Company in its strategic initiatives for its **MyStudio**[®] interactive recording studios as well as the adoption of its new AfterMaster HD audio technology within the film and television industries. AfterMaster is a revolutionary audio enhancement technology developed and owned by Studio One's wholly-owned subsidiary, MyStudio Audio Labs, Inc.

"I am very pleased to have been asked to join Studio One's Advisory Board, which includes leaders and visionaries within the music and entertainment fields. Studio One has developed groundbreaking audio and video technologies which can have a significant impact on the entertainment industry. The new AfterMaster HD audio technology provides the motion picture and television industries with an exciting way to enrich the viewing experience through unmatched audio quality. From improved clarity of character dialogue to increased loudness and fidelity in special effects, AfterMaster will allow motion picture companies to capture and thrill audiences like never before," stated Charlie Weber.

Mr. Weber is an accomplished entertainment executive having served as the Chief Executive Officer of George Lucas' **Lucasfilm Ltd.** During his tenure at Lucasfilm, he was responsible for overseeing history-making films "The Empire Strikes Back" and "Raiders of the Lost Ark." In his capacity as CEO, Mr. Weber also oversaw Lucasfilm subsidiaries' **Industrial Light & Magic** ("ILM") and **THX**. ILM is considered to be the world's leading visual effects company in the film industry, creating special effects imagery that has never been seen before. THX is recognized by audiences around the globe as the premier audio technology utilized in motion pictures. Subsequent to Lucasfilm, he served as Chief Operating Officer at Embassy Communications, a company owned by television super-producers Norman Lear and Jerry Perenchio. His many accomplishments while at Embassy include serving as the executive in charge of the feature film and cult classic, "Blade Runner." He has also served as Chief Executive Officer of CanWest International, a leading Canadian media company.

"We have assembled an outstanding group of leaders in business, music and casting for our Advisory Board. Charlie's extensive experience in the film industry and in the development and introduction of new technologies will be significant to our strategic efforts for Hollywood's adoption of AfterMaster to enhance the audio in motion pictures. Having such a well respected and seasoned entertainment executive introducing AfterMaster to the motion picture industry allows us to accelerate this additional revenue stream for AfterMaster," stated Larry Ryckman, Chairman & CEO of MyStudio Audio Labs, Inc.

Studio One's **Advisory Board** consists of leaders in business, media and entertainment who advise the Company in the development and implementation of Studio One's business plan for its MyStudio HD recording studios and AfterMaster HD audio mastering technology. Their insight and influence within their respective fields enhances the Company's strategic initiatives to drive broad adoption of its revolutionary technologies. Recent additions to Studio Ones Advisory Board include multi Grammy[®] Award winning super producer/songwriter **Rodney "DarkChild" Jerkins**, pioneering music executive **Jason Flom**, and Emmy Award winning movie and television casting agent, **Sheila Jaffe**.

About AfterMaster[™]

AfterMaster is a new process for mastering and remastering audio which has been described as one of the biggest breakthroughs in audio since the introduction of digital music. The AfterMaster technology is a proprietary, patent-pending combination of hardware and software which was developed over the last five years by the MyStudio Audio Labs engineering team. The revolutionary

AfterMaster technology dramatically increases the apparent loudness, depth and clarity of virtually any audio recording. The AfterMaster process is performed after a final audio mix or master has been completed and can be applied to both new and catalogue tracks. AfterMaster can be applied on all audio sources including music, radio, television and film.

About MyStudio® HD Recording Studios

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 and others 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 CDs or DVDs of their videos, download MP3 audio files, access embed codes or print high-resolution photos from their videos.

MyStudio locations include [Hollywood, California](#), [Phoenix, Arizona](#), [Dallas, Texas](#) 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 Audio Labs, Inc. MyStudio Music and MyStudio Management. 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, (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.