

# The Music Industry Report

## MyStudio Hosts Auditions for the 2011 Grammy Jazz Ensembles Program

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press release

Studio One Media, Inc. today announced that in conjunction with its multi-year agreement with The GRAMMY Foundation(R) ([www.grammyintheschools.com](http://www.grammyintheschools.com)), Studio One's MyStudio(R) HD Recording Studios and its accompanying website [www.MyStudio.net](http://www.MyStudio.net) will once again be used for the 2011 GRAMMY(R) Jazz Ensembles vocal and instrumental auditions now through October 22, 2010.

The GRAMMY Jazz Ensembles program selects approximately 30 top high school instrumentalists and singers to receive an all-expenses paid trip to perform in the Jazz Choir, Big Band or Combo at GRAMMY Week events. Selectees are eligible for almost \$2 million in scholarships from College Partners and will perform at GRAMMY Week events and attend the GRAMMY's.

"Our partnership with MyStudio is genuinely beneficial to everyone involved — especially the GRAMMY Jazz Ensembles applicants hoping to have the experience of a lifetime if they are selected for the program," said Kristen Madsen, Senior Vice President of the GRAMMY Foundation. "We are always looking for ways to build efficiency into the application process for all of our GRAMMY In The Schools(R) programs, and through their recording studios and website, Studio One has developed ideal mechanisms to accomplish this goal."

"It brings us great pleasure to once again work with the GRAMMY Foundation to help further their efforts to engage students from across the country in a program as wonderful as the GRAMMY Jazz Ensemble," stated Anna Madrid, Vice President of Business Development for MyStudio. "MyStudio recording studios and accompanying [mystudio.net](http://mystudio.net) website offer GRAMMY Jazz Ensemble applicants an easy and convenient way to create and submit their videos and applications in a professional recording studio environment."

Studio One also developed an exclusive website platform on [MyStudio.net](http://MyStudio.net) for the uploading and management of all audition videos submitted nationally for The GRAMMY in the Schools(R) programs. The GRAMMY Foundation selected Studio One's website platform for the submission and hosting of entries based on the high functionality, quality and ease of use for the applicants and judges.

The 2010 GRAMMY Jazz Ensembles participants performed at GRAMMY Week events including several public performances. They also attended the 52nd Annual GRAMMY Awards and performed at the GRAMMY Celebration(R) after party.

Applicants must be enrolled in grades 9-12 during the 2010-2011 school year (public, private parochial, home schools, etc.). Approximately 30 students will be selected to participate in the 2011 GRAMMY Jazz Ensembles. An online entry form found at [www.grammyintheschools.com](http://www.grammyintheschools.com) must be completed to receive an application number. Three musical videos are required for the vocal auditions and three instrumental videos are required for the instrumental auditions. Videos for the auditions can be created by going to any MyStudio HD Recording Studio. Simply record your videos, create a free profile, activate your video, and follow the easy steps to submit your videos at [www.MyStudio.net](http://www.MyStudio.net). All additional details for auditions may be found by going to the audition page at the [MyStudio.net](http://MyStudio.net) website.

The GRAMMY Foundation staff will evaluate applications and notify successful applicants by December 25, 2010.

About the GRAMMY Foundation(R) The GRAMMY Foundation was established in 1989 to cultivate the understanding, appreciation and advancement of the contribution of recorded music to American culture — from the artistic and technical legends of the past to the still unimagined musical breakthroughs of future generations of music professionals. The Foundation accomplishes this mission through programs and activities that engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with its founder, The Recording Academy(R), to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural heritage. Campbell's Labels For Education program is proud to be the official education partner of the GRAMMY In The Schools programs. For more information, please visit [www.grammyintheschools.com](http://www.grammyintheschools.com).

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 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 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, 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 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.

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