

## MyStudio Finalist Drew Ryniewicz Makes Simon Cowell's "The X Factor" Top Five Girl Vocalists

**14-Year-Old Singer Who Auditioned at Tempe, Arizona MyStudio HD Recording Studio Is Chosen as a Finalist to Compete for \$5 Million Recording Contract**

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MYSTUDIO<sup>®</sup>  
HD RECORDING STUDIOS



Studio One Media, Inc. ("Studio One") (OTCBB: SOMD) (OTCBB: SOMDE) (OTCQB: SOMD) (PINKSHEETS: SOMD) today announced that 14-year-old [Drew Ryniewicz](#), who auditioned for "The X Factor" at the [MyStudio@](#) HD Recording Studio located at the [Arizona Mills Mall](#) in Tempe, Arizona has earned a coveted spot as one of the top five "girl" finalists. Her impressive performances have vaulted her over 75,000 other contestants seeking the most lucrative recording contracts in television history. Drew is now among the final acts moving on to compete on the upcoming episodes of The X Factor starting on October 25<sup>th</sup> on FOX. In addition to Ms. Ryniewicz, auditions through MyStudio generated a number of the top performers featured on The X Factor.

The award-winning MyStudio is considered to be one of the most exciting and effective new technologies for identifying top talent. Offering unprecedented audio and video capabilities, MyStudio allow entertainers to fully showcase their talents with a quality not previously available to the general public. MyStudio has partnered with some of the leading names in music and entertainment, including a multi-year agreement with The X Factor.

Follow The X Factor finalists including [Drew Ryniewicz](#) on FOX and [MyStudio.net](#), in their quest for the unprecedented \$5,000,000 recording contract with Syco/Sony Music!

### **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 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 the brain child of technology and entertainment entrepreneur Larry Ryckman. 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 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](http://MyStudio.net) website, which offers free member profile pages and video sharing in a social networking environment. At [MyStudio.net](http://MyStudio.net), members can enter contests, receive free DVDs of their videos, download MP3 audio files, 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.

#### **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.*

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