

# studio·one

MYSTUDIO®  
HD RECORDING STUDIOS

**Westfield** Garden State Plaza

**FOR IMMEDIATE RELEASE**

Media contacts:

Margie Adelman

Adelman PR

916-220-3500 mobile

561-961-0730 office

[madelman@adelmanpr.com](mailto:madelman@adelmanpr.com)

Anna Madrid

Studio One Media, Inc.

480-559-4711 mobile

310-657-4886 office

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

## **STUDIO ONE MEDIA PARTNERS WITH WESTFIELD GARDEN STATE PLAZA TO OPEN NEW MYSTUDIO IN THE GREATER NEW YORK AREA**

*Revolutionary video recording studio where The X Factor's "Drew" was discovered, to open in one of the Nation's Leading Shopping Centers*

**Los Angeles, CA** (November 21, 2011) - [Studio One Media, Inc.](#) ("Studio One") (OTCBB: [SOMD](#), SOMD.OB, SOMD.QB, SOMD.PK - [News](#)), a leading edge entertainment & technology company, today announced that its 7th revolutionary [MyStudio](#)® HD Recording Studio is scheduled to open this Wednesday, November 23<sup>rd</sup>, in time for Black Friday, at the Westfield Garden State Plaza in Paramus, New Jersey. This is the first MyStudio to be located within the New York/Tri-State area of New York, New Jersey and Connecticut.

Studio One recently signed a multi-year agreement with Simon Cowell's "The X Factor", offering the general public an unprecedented opportunity to showcase their talents through MyStudio video auditions and have a chance at winning a multi-million dollar recording contract and become the next global music superstar. Studio One Media, Inc. has entered into numerous agreements with leading entertainment companies to identify new and exciting talent in music, reality television, modeling and comedy.

"Westfield is thrilled to be partnering with MyStudio," said Rachel Kraus, National Director of Partnership Marketing. "The MyStudio experience will bring a new level of entertainment, technology and social sharing that will captivate our shoppers.

"We are excited to continue our national expansion and open the latest MyStudio HD Recording Studio location at one of the top shopping malls in the nation operated by The Westfield Group," said Larry Ryckman, President & CEO of MyStudio, Inc. "The Westfield Garden State Plaza, located just minutes from Manhattan, will provide us with a fantastic opportunity to be within the reach of millions of consumers in the New York/Tri-State area and offer a unique portal for local talent to best showcase their abilities to the entertainment industry."

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 provides a platform for entertainers to fully showcase their talents with a quality not previously available to the general public. Studio One's state-of-the-art HD recording studio allows consumers to create a variety of

professional quality videos for music, modeling, comedy, dating, business, greetings and more with an ease, convenience and affordability never before possible.

The Garden State Plaza shopping center is located at 1 Garden State Plaza Road in Paramus, New Jersey and services shoppers from throughout the greater New York Metropolitan area. The New York Times has described the Westfield Garden State Plaza as one of the single most influential retail destinations in the U.S., visited by millions of shoppers each year. It is one of the largest malls in the New York City metropolitan area and recognized as one of the top malls in the nation at over 2,100,000 sq ft, with 300 shops and boutiques and five prestigious department stores. The newly installed MyStudio will be located near one of the most successful AMC Theaters in the United States providing additional walk-by traffic for the studio.

In April 2011, Studio One Media signed a multi-year agreement to conduct auditions for Simon Cowell's "The X Factor" through its MyStudio HD Recording Studios. The national launch of MyStudio coincided with installations chosen in conjunction with The X Factor and included Arizona, Hawaii, Alaska, Missouri, Colorado and Tennessee. Finalists chosen from MyStudio video auditions were invited by The X Factor producers to advance directly to live auditions before nationally recognized music moguls and judges Simon Cowell, Paula Abdul, Nicole Scherzinger and Antonio "L.A." Reid and a live studio audience. Many *X Factor* finalists were chosen from MyStudio auditions including "Drew" ([Drew Ryniewicz](#)), one of Simon Cowell's top three girl finalists and currently one of the top nine remaining contestants of approximately 75,000 auditionees. Now, millions of individuals in the New York/Tri-State area will have access to the same technology and opportunity that Drew used to be discovered by one of the nation's most viewed talent shows.

"The X Factor" is the first nationally televised 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 industry leaders SYCO and Sony Music. With the success of the MyStudio/X Factor partnership, MyStudio continues to be sought out by many in the entertainment industry. These key relationships are expected to play a significant role in MyStudio's continued growth and national expansion throughout the US and internationally in 2012 and beyond.

#### **About the Westfield Garden State Plaza**

Westfield Garden State Plaza is the destination for fashion, dining and entertainment in the NY/NJ metro area offering the ultimate selection of brands in every retail category, and is renowned for delivering cutting-edge, new retail concepts to market. Just minutes from Manhattan in Paramus, NJ, millions of shoppers each year enjoy an unparalleled shopping and dining experience, complete with personalized services and amenities.

For more information, call 201-843-2121 or visit us at [www.facebook.com/gardenstateplaza](http://www.facebook.com/gardenstateplaza) or [www.westfield.com/gardenstateplaza](http://www.westfield.com/gardenstateplaza).

#### **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 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, and access embed codes.

MyStudio locations include Hollywood, California, [Phoenix, Arizona](#), [Kansas City, Missouri](#), [Nashville, Tennessee](#), [Honolulu, Hawaii](#) and [Denver, Colorado](#). Additional locations are coming soon.

**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's wholly-owned subsidiaries include MyStudio, Inc. and AfterMaster HD 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, please visit [www.mystudio.net](http://www.mystudio.net).

**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.*

# # #