

studio·one

MYSTUDIO®
HD RECORDING STUDIOS

FOR IMMEDIATE RELEASE

Media contact: Anna Madrid/480-559-4711
amadrid@studioonemedia.com
www.MyStudio.net

MYSTUDIO RECEIVES FIRST STUDIO FROM NEW MANUFACTURING PARTNER

Preparing for Accelerated Studio Rollout to Support Strategic Partnerships

Scottsdale, AZ (January 25, 2011) – Studio One Media, Inc. (“Studio One”) (OTC.BB:[SOMD - News](#)) today announced that it has taken receipt of the first of fifteen studio chassis assemblies built by its new manufacturing partner, Scottsdale Precision, Inc. (“SPI”). Following this successful completion of the first studio, SPI expects to realize substantial manufacturing efficiencies and accelerate the manufacturing process to meet Studio One’s rollout plans.

In 2010, the Company contracted for the production of 15 proprietary chassis with SPI, a manufacturer of high quality steel components used in military and industrial applications. The SPI agreement provides for substantial cost savings in the production of studios.

The MyStudio team will remain responsible for installing the hardware and software and conducting final testing of the studio in its 11,000 square foot technical facility. The Company recently received \$250,000 pursuant to its existing studio manufacturing credit facility to fund the hardware and final assembly of the new studio from SPI and additional studio chassis manufacturing.

The Company currently has studios located in its showroom in Hollywood, California and retail malls located in [Phoenix, Arizona, Dallas, Texas and Miami, Florida](#). The Company is in negotiations with potential strategic partners for the deployment of studios in both the United States and internationally. As a result of such negotiations, the installation of additional studios and its planned national promotional launch campaign are pending until such strategic relationships are finalized.

MyStudio has been used by thousands to create videos for a multitude of uses including music, modeling, comedy, auditions, casting, job resumes, dating and personal greetings. MyStudio provides consumers access to an easy, affordable and convenient way to create true recording studio quality audio and high definition video.

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 is offered for a nominal fee. 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 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, 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 AfterMaster™ HD Audio

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, patents-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 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.

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