

August 28, 2009

## MyStudio and 944 Host Celebrity Judged "Rock Off" Tonight for Citysearch LA's 5th Scavenger Hunt



LOS ANGELES, CA -- (Marketwire) -- 08/28/09 -- Studio One Media, Inc. ("Studio One") (OTCBB: SOMD) and 944 Magazine ([www.944.com](http://www.944.com)) just announced that MyStudio ([www.MyStudio.net](http://www.MyStudio.net)) located at 944 Magazine was the final clue in this week's Citysearch LA's Scavenger Hunt (<http://losangeles.citysearch.com/list/153451>). Participants are now directed to the newest MyStudio personal audio/video recording studio located at 944's Los Angeles headquarters at 8560 W. Sunset Blvd in West Hollywood. Citysearch is a leading national online lifestyle guide with the most up-to-date information on businesses -- from restaurants and spas, to hotels and retail.

For the past month, Citysearch LA has hidden prizes including laptops, hotel stays, open bars, spa treatments, gourmet meals, concert tickets and culinary lessons throughout Los Angeles for users to find every Friday. The final clue was tweeted on 944's Twitter page exactly at 3:00pm (PDT) today which directed all participants to [www.MyStudio.net](http://www.MyStudio.net). The mission? A "Rock Off" in the MyStudio.net audio/video recording studio! Each participant must arrive at the 944/MyStudio event location in West Hollywood at 5:30pm (PDT) this evening to create a music video. The person with the best performance takes home the glory and the free swag.

An amazing panel of judges will be at the "MyStudio/Citysearch Rock Off" event and witness the MyStudio performances live. Celebrity judges include: Drew Brown of OneRepublic, Bob Morris of The Hush Sound, Darren Robinson of Phantom Planet, Lauren Statts (digital marketing at Epic Records), Abe Burns (director of online marketing at Variety Magazine; discovered the band MGMT while working at Sony Music and has platinum records for

helping careers of artists like Matisyahu, Modest Mouse and The Fray).

The participants of the "MyStudio/Citysearch Rock Off" are competing for any one of five different prizes. A pair of tickets to the Sunset Strip Music Festival, the Grammy Museum and West Beach Music Festival; access for the winner and 5 of their friends to see Katy Perry on Saturday at the Hollywood Palladium; a guitar lesson from Darren Robinson of Phantom Planet; tickets to F\*\*\* Yeah Fest plus front of line access for Saint Motel Mondays in September at Spaceland.

You can participate in future scavenger hunts by becoming a fan on Facebook at [facebook.com/citysearchla](https://www.facebook.com/citysearchla). Players must pay attention to the clues, and know their city to win.

---

### About Citysearch

Citysearch is a leading national online lifestyle guide with the most up-to-date information on businesses, from restaurants and spas, to hotels and retail. Citysearch helps people make informed decisions about where to spend their time and money by delivering trusted content, local expertise, and useful tools -- including 14.5 million business listings, over 600,000 user reviews, and ratings on over 2 million business locations nationwide.

---

### About MyStudio

MyStudio is a self contained, state of the art, high definition (HD) interactive audio/video recording studio designed for installation in shopping malls and other high traffic areas. MyStudio offers the public true recording studio quality audio and broadcast quality video from a proprietary (patents pending), stand-alone recording studio. MyStudio offers the consumer a seamless way to overcome the technological and quality hurdles associated with creating user generated video content. MyStudio and its accompanying website [www.mystudio.net](http://www.mystudio.net), uniquely incorporate the best elements of some of the world's leading internet and entertainment properties, all in a single entertainment venue.

MyStudio enables a user, for a \$20 fee, to record an HD video up to 5 minutes long with a quality, ease and convenience never before available to the general public. It can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. By using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds for their video or they can upload their own custom background. In addition, MyStudio offers thousands of licensed karaoke tracks from EMI Music Publishing which allows a consumer to legally create a music video for public viewing online. User videos are automatically uploaded to the MyStudio website, which offers free member profile pages and video sharing in a social networking environment. From the website, each user can also order a free DVD of their video. MyStudio recently announced multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and Reality TV giant, Mark Burnett Productions.

---

## About Studio One Media, Inc.

Studio One Media, Inc. ("Studio One") is a diversified media and technology company based in Scottsdale, Arizona. Studio One subsidiaries and divisions include Studio One Entertainment, Inc., MyStudio Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., and MyStudio Mastering. Over the last six years, Studio One and its wholly-owned subsidiary Studio One Entertainment, Inc., have been engaged in the research and development of proprietary, leading edge audio and video technologies for professional and consumer use. Studio One introduced its first groundbreaking product in September 2008, with the installation of its first MyStudio interactive audio and video recording studio in the Scottsdale Fashion Square mall. [www.MyStudio.net](http://www.MyStudio.net).

---

## About 944 Media

Driven by an arsenal of city-specific lifestyle publications in the country's largest entertainment hubs, 944 Media has created a unique lifestyle portfolio specializing in print and online content, special events and a custom publishing division. Founded in 2001, 944 Media is setting the pace for a new generation of innovative media trends, projecting a standard of living for the accomplished, upwardly mobile tastemaker in the Los Angeles, San Francisco, Miami, Las Vegas, Orange County, San Diego, Phoenix, Atlanta and Detroit markets. The conglomerate capitalizes on a hyper-local publishing model that balances regional and national content, while an immediate print turnaround allows each issue to hit the streets 24 hours within close. Through an innovative supply chain distribution platform, 944 Media circulates 3 million copies per year, with more than 4,000 distribution locations and placement in 25,000 luxury hotel rooms nationwide. [www.944.com](http://www.944.com).

---

## Forward-Looking Statements

This document contains forward-looking statements that are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected. These risks, assumptions and uncertainties include: the ability of the Company to raise capital, the ability to complete systems within currently estimated time frames and budgets; the ability to compete effectively in a rapidly evolving and price-competitive marketplace; changes in the nature of telecommunications regulation in the United States and other countries; changes in business strategy; the successful integration of newly acquired businesses; the impact of technological change; and other risks referenced from time to time in the Company's filings with the Securities and Exchange Commission.

---

## Media contacts:

Anna Madrid  
480-559-4711  
[amadrid@studioonemedia.com](mailto:amadrid@studioonemedia.com)

