

# MYSTUDIO.NET AND REALITYWANTED.COM PARTNER TO RAISE THE BAR ON REALITY TV CASTING



## **MyStudio's Revolutionary Personal Recording Studios Combine With Reality TV's Number One Casting Source to Create Mega Opportunity for TV Hopefuls**

Hollywood, CA (November 16, 2009) - **Studio One Media, Inc.** ("Studio One") (OTCBB: SOMD) announced today a groundbreaking partnership with **RealityWanted.com**. The combination of Studio One's [MyStudio](#)® state-of-the-art personal video recording studios and the world's number one source for reality TV casting calls, RealityWanted.com, is about to take reality TV casting to a whole new level. The partnership will open opportunities for members of both [MyStudio.net](#) and [RealityWanted.com](#) to create audition videos for hundreds of top reality TV shows.

"Most reality TV applications are missing one of the most critical components--the video," said Mark Yawitz, co-founder of RealityWanted.com. "We are really excited to help introduce the technology of MyStudio to RealityWanted.com members. The partnership with MyStudio creates a turnkey reality TV casting platform and will help complete the casting process."

Casting directors prefer video auditions. Using MyStudio and MyStudio.net, reality TV hopefuls will have an easy and inexpensive way to create professional-quality videos and post them directly on RealityWanted.com. Users can easily supplement their RealityWanted.com profile with a video introduction that conveys their talents and unique personality traits much more effectively than just text and pictures, giving them a greater chance of being selected for a reality television show. Members of both sites will also be able to create MyStudio video auditions for specific casting calls and submit them

on RealityWanted.com with just a few clicks. MyStudio also offers over 1,000 high definition backgrounds, allowing users to pick an environment to best suit their audition.

"MyStudio's partnership with RealityWanted.com is great news for the membership of both websites, offering RealityWanted.com members access to professional-quality video auditioning, while offering MyStudio.net, members access to the vast casting call database of RealityWanted.com," said Larry Ryckman, founder and CEO of MyStudio. "It will also serve to drive more traffic to a growing number of MyStudio locations, which benefits our online audience, advertisers and stakeholders."

RealityWanted.com launched in 2004 and offers its members the latest casting calls, reality TV news, reality star interviews, industry event photos, blogging and discussion boards. It is the only casting source dedicated completely to reality television. RealityWanted.com has been used to cast contestants on CW's "Americas Next Top Model," ABC's "Wipeout," CBS's "Big Brother 11," Bravo's "Make Me A Supermodel," FoxReality's "Solitary 3.0," Style Network's "Split Ends," VH1's "Rock Of Love" and many more.

The RealityWanted.com partnership will complement Studio One's existing multi-year agreement with reality TV producer Mark Burnett Productions.

For information on the latest casting calls or a location of the nearest MyStudio, interested parties may go to either MyStudio.net or RealityWanted.com.

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#### About RealityWanted.com

RealityWanted is the largest non-scripted social network, offering reality TV casting calls, news, cast interviews, member profiles and television show recaps. RealityWanted allows reality applicants a social utility to meet other applicants, apply to casting calls and directly connect with casting and production personnel. Casting directors are offered a proprietary applicant tracking tool to streamline, organize and manage the casting process online. For more information visit [www.RealityWanted.com](http://www.RealityWanted.com).

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#### About MyStudio®

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 production and uploading of video content onto the internet. MyStudio opens 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 five minute recording session costs \$20. 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. 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, order a free DVD of their video, download MP3 audio files, access embed codes or print high resolution photos from their video.

MyStudio locations are in Scottsdale, Arizona, West Hollywood, California and coming to New York this fall.

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#### About Studio One Media, Inc.

Studio One Media, Inc. ("Studio One") is a diversified media and technology company with offices in Scottsdale, Arizona and West Hollywood, California. 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. Studio One has completed multiyear agreements with EMI Music Publishing, The GRAMMY Foundation and Reality TV giant, Mark Burnett Productions.

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#### 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.

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