

# studio·one

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

**FOR IMMEDIATE RELEASE**

Media contact: Anna Madrid  
310-657-4886/480-559-4711  
[amadrid@studioonemedia.com](mailto:amadrid@studioonemedia.com)  
[www.MyStudio.net](http://www.MyStudio.net)

## **MYSTUDIO, PIONEER OF INTERACTIVE HD RECORDING STUDIOS PARTNERS WITH SEARCH ENGINE OPTIMIZATION COMPANY MEDIUM BLUE TO ESTABLISH SOCIAL NETWORKING AND INTERNET MARKETING INITIATIVES**

*MyStudio's "X Factor" Partnership and National Launch Leads to Collaboration with  
Award-Winning Search Engine Optimization Company*

**West Hollywood, CA - August 24, 2011** - Studio One Media, Inc. (OTC.BB:[SOMD](#) - [News](#)) announced today that it has partnered with [Medium Blue](#), an award-winning Internet marketing company, to spearhead an aggressive Internet-based initiative for website search engine optimization (SEO), social networking platform development and internet marketing for its [MyStudio<sup>®</sup> HD Recording Studios](#) and [AfterMaster HD Audio](#) technologies. Based in Atlanta, Ga., Medium Blue is one of the world's top SEO and Internet marketing firms, with plans to provide MyStudio with a comprehensive host of internet marketing programs.

The initiative follows MyStudio's recent national introduction of its interactive HD recording studios in conjunction with its multi-year partnership with Simon Cowell's "The X Factor." MyStudio personal recording studios allow a consumer to create a high-definition quality video with professional sound for music, auditions, modeling, comedy, dating, greetings and business in the convenience of their local mall.

"The success of our partnership with 'The X Factor,' and our ongoing national expansion now requires a comprehensive SEO, social networking and Internet marketing initiative," said Larry Ryckman, CEO of MyStudio, Inc. "These highly-specific internet marketing programs will provide important viral exposure for MyStudio, which will assist marketing revenues and garner further exposure for our members' videos. Medium Blue is a recognized leader in the SEO industry and we are excited to have the opportunity to work with an established Internet marketing company."

The search engine optimization company will emphasize MyStudio's "bricks-and-clicks" distinctive business model, unique among video-sharing and social networking companies. MyStudio customers pay for the creation of their user generated video content and utilize the [MyStudio.net](#) website for the activation and management of their videos. This combination provides a powerful revenue model and a ready-platform from which to establish a strong social networking base. MyStudio recording studios also serve as traffic-drivers for the [MyStudio.net](#) website, offering potentially exponential growth in membership and visitors based on the number of MyStudios operating in the marketplace.

"We are very excited about the opportunity to work with MyStudio," said Scott Buresh, CEO of Medium Blue. "MyStudio has realized a way to be paid to produce user generated content (UGC) as well as take advantage of the internet to distribute it to the world. The quality of the UGC that comes out of a MyStudio recording studio is truly remarkable. Their innovative service and unique business model are tailor-made

for a high-impact SEO and Social Media campaign and we look forward to helping the company receive the online recognition that they deserve.”

### **About Medium Blue**

At Medium Blue, our mission is to give our clients everything they need from a search engine marketing firm to make their website a successful marketing channel for their organization. All of our programs focus on long-term success through ethical search engine optimization, [website conversion enhancement](#), and an effective [online PR strategy](#). Whether a client chooses to use all of our [search engine marketing services](#) or just our [premium search engine optimization program](#) that has proven successful for so many of our current clients. Medium Blue, is a search engine marketing firm that focuses on our clients overall goals, not just rankings.

### **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. 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 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 from EMI Music Publishing, Sony/ATV Music Publishing and Universal Music Publishing Group 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](#) website, which offers free member profile pages and video sharing in a social networking environment. At [MyStudio.net](#), members can enter contests, receive free a DVD of their video, download MP3 audio files and access embed codes from their videos.

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

### **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 Sony/ATV Music Publishing, Universal Music Publishing Group, EMI Music Publishing, The GRAMMY Foundation®, Mark Burnett Productions, RealtyWanted.com, Back Stage Casting and most recently Simon Cowell’s “The X Factor.” For more information go to [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.*