



SOURCE: Studio One Media, Inc.



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Studio One Media, Inc. Retains RJ Falkner & Company, Inc. as Investor Relations Counsel

SCOTTSDALE, AZ--(Marketwire - October 21, 2009) - Studio One Media, Inc. (OTCBB: [SOMD](#)), a leading edge digital media and technology company, today announced that it has retained RJ Falkner & Company to develop and implement a comprehensive investor relations program for the Company.

RJ Falkner & Company, Inc. is an investment research and financial communications firm that seeks out undervalued small-cap companies with the potential to outperform the overall stock market on an intermediate and long-term basis. Its research analysts work with the managements of such companies to broaden their exposure within the investment community and expand the level of interest among investment professionals and high-net-worth individual investors. Additional information on RJ Falkner & Company, Inc. is available on the Internet at www.rjfalkner.com.

"We selected RJ Falkner & Company as our investor relations firm because of its expertise in shareholder communications and the relationships that its research analysts have developed within the investment community during the past 39 years," stated Kenneth R. Pinckard, Chief Financial Officer of Studio One Media, Inc.

"We are excited to be selected to provide a full range of investor relations services to Studio One Media, Inc.," commented R. Jerry Falkner, CFA, President of RJ Falkner & Company, Inc. "We believe the Company's planned installation of its self-contained MyStudio audio/video recording studios in shopping malls and other consumer venues throughout the United States can

significantly enhance shareholder value in fiscal 2010 and future years. Studio One has developed a dynamic business model that monetizes user-generated content in the social networking space, and its innovative audio/video technology has revolutionary potential in the entertainment and recording industries, as well. We look forward to working with the Company's experienced management team and impressive advisory board to broaden Studio One's exposure and the level of interest within the investment community."

The agreement between Studio One Media, Inc. and RJ Falkner & Company provides for assistance in investor relations, press release development, the preparation of independent analyses and research reports, and other related services of benefit to Studio One Media, Inc. Any forecasts, projections and/or conclusions contained in the research reports published by RJ Falkner & Company will be independently prepared by RJ Falkner & Company, unless otherwise stated, and will not be endorsed by the management of Studio One Media, Inc.

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 Audio Labs, Inc., 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 multi-year agreements with EMI Music Publishing, The GRAMMY Foundation and reality TV giant, Mark Burnett Productions.

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 currently in Scottsdale, Arizona and West Hollywood, California. The next studio is expected to be launched in the New York area this fall.

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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