

studio·one

project
Ethos
fashion.music.art



FOR IMMEDIATE RELEASE

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

Jason Peskin/323-252-0077
www.ProjectEthos.com

**MYSTUDIO TO HOST AUDITIONS FOR PROJECT ETHOS VIP
RED CARPET EVENT AT THE HOUSE OF BLUES IN HOLLYWOOD**

*Three music acts to be selected to perform at the Project Ethos VIP Event
at the House of Blues on the Sunset Strip on October 24th!*

West Hollywood, CA (September 30, 2009) – Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), announced today that it has once again partnered with **Project Ethos** (www.ProjectEthos.com) and will be hosting auditions at the [MyStudio](http://www.MyStudio.net)[®] located in West Hollywood for the latest **Project Ethos VIP Red Carpet** event at the world famous **House of Blues**.

The search is on to find three music acts to open for a special guest music headliner on Saturday, October 24, 2009 at the House of Blues located at 8430 Sunset Blvd., in West Hollywood. The Project Ethos VIP Red Carpet event will be attended by 2,000 people including VIP's from major record labels and publishers. Auditions are open to all bands and musicians performing original music and whose members are 18 to 30 years of age. Musicians can create their audition video at the MyStudio personal audio/video recording studio located at Suite 100, 8560 Sunset Blvd., in West Hollywood on October 6-7, 2009, from 10:00am to 9:00pm. Appointments are recommended but not mandatory. Complete audition details can be found at www.MyStudio.net.

Project Ethos seeks out extraordinary talent and creates a link to decision makers and industry professionals, while bridging the gap between the indie and mainstream worlds. This event is a great opportunity to get exposure to some of the music industry's top music publishers and record labels. Four music acts that have performed at Project Ethos over the last few years have signed deals with major labels including Colbie Caillat and LMFAO. The evening events will consist of a fashion show featuring 7 clothing designers and 50 models, along with 10 visual artists, 3 DJ's and 3 music acts.

"With a built-in audience of over 2,000 attendees, industry representatives and media - the opportunity that this event holds for a musician is huge. We are delighted to partner with Studio One Media again in seeking the right fit. MyStudio is the perfect and most unique tool out there for us to have maximum effectiveness in our ongoing search for the next big act," said Jason Peskin, Executive Director for Project Ethos.

“We are very excited to be a part of another Project Ethos VIP Red Carpet event,” stated Anna Madrid, Vice President of Business Development at Studio One Media. “Project Ethos creates a unique platform for emerging artists to be seen by leading people in the entertainment industry and the media. This prestigious event has led to the discovery of many artists, musicians and models and we are expecting some real talent to emerge from this special two-day open call.”

About Project ETHOS

Project ETHOS, known as the “incubator for emerging artists in fashion, music and art,” produces red carpet events in Los Angeles that showcase all emerging Millennial Generation forms of creativity in one house, on one night. By merging fashion, music and art into one giant display of genius, Project ETHOS creates an innovative form of exposure for artists, a new scouting location for talent representatives, and a fresh outing for event goers. Project ETHOS is on a mission to bridge the gap between the Indie and Mainstream worlds and provide opportunity for previously unrecognized talent. With a potent ear to the street, the ETHOS team seeks out extraordinarily talented fresh faces, creating a link to decision makers and industry professionals. Project ETHOS is the next generation of exposing all artistry to the media, public and industry. (www.ProjectEthos.com)

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.

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.

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.

#