

SOURCE: Studio One Media, Inc.

**studio·one** **MYSTUDIO**<sup>®</sup>  
HD RECORDING STUDIOS **AFTERMASTER**  
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## Studio One Media Receives Esteemed "Technical Achievement Award" at Hollywood Music in Media Awards

### Groundbreaking MyStudio HD Recording Studios and AfterMaster HD Audio Technologies Are Honored With Award



CEO Larry Ryckman and VP Shelly Yakus of MyStudio and AfterMaster HD Audio

HOLLYWOOD, CA--(Marketwire - November 19, 2010) - Studio One Media, Inc. ("Studio One") (OTCBB: **SOMD**) today announced that its **MyStudio**<sup>®</sup> and **AfterMaster**<sup>™</sup> technologies received the Technical Achievement Award at this year's **Hollywood Music in Media Awards** held on November 18, 2010. The Hollywood red carpet gala took place at the Kodak Theatre Complex and was attended by celebrities, musicians, songwriters, industry executives and Hollywood "tastemakers" from around the globe.

"We are very pleased to be recognized at this year's Hollywood Music in Media Awards for our technical achievements. Our groundbreaking technologies are the culmination of years of research and development by our team of dedicated professionals. We want to thank our staff and our shareholders for their commitment to our company and allowing us to achieve our technological milestones," stated Larry Ryckman, President & CEO of MyStudio, Inc.

The Hollywood Music in Media Awards is a prestigious awards ceremony recognizing and honoring the leading-edge music in visual mediums, entertainment technology, the talented individuals responsible for creating and placing them, and the top music of both mainstream and independent artists from around the globe for their compositions and recordings in all forms of media including film, TV, video games, commercial advertisements, movie trailers and music videos. The awards ceremony will be broadcast on television in the U.S. and in 17 countries around the globe in early 2011.

#### About AfterMaster<sup>™</sup>

AfterMaster is a new process for mastering and remastering audio which has been described as one of the biggest breakthroughs in audio since the introduction of digital music. The AfterMaster technology is a proprietary, patent-pending combination of hardware and software which was developed over the last five years by the MyStudio Audio Labs engineering team. The revolutionary AfterMaster technology dramatically increases the apparent loudness, depth and clarity of virtually any audio recording. The AfterMaster process is performed after a final audio mix or master has been completed and can be applied to both new and catalogue tracks. AfterMaster can be applied on all audio sources including music, radio, television and film.

#### About MyStudio<sup>®</sup> HD Recording Studios

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 and others 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 CDs or DVDs of their videos, download MP3 audio files, access embed codes or print high-resolution photos from their videos.

MyStudio locations include **Hollywood, California, Phoenix, Arizona, Dallas, Texas and Miami, Florida**. 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 EMI Music Publishing, The GRAMMY Foundation<sup>®</sup>, Mark Burnett Productions, RealtyWanted.com, and Back Stage Casting.

### **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.*

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