

## studio-one

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# Studio One Announces an Exciting New Line-up of Auditions and Contests for MyStudio®

MyStudio Offers a Unique Variety of Auditions and Contests for Amateurs and Professionals Alike

SCOTTSDALE, Ariz.--(<u>BUSINESS WIRE</u>)--Studio One Media, Inc. ("Studio One") (OTCBB:SOMD), announced today an exciting new line-up of auditions and contests for its MyStudio users. The line-up includes auditions for GRAMMY Camp<sup>®</sup>, auditions for the MSN & Reveille reality show Appetite For Life, a comedy contest with New York's Gotham Comedy Club, a singing contest to see the Broadway musical, RENT, a music contest to perform at Project Ethos in Hollywood, and a music contest to perform at the Chicks With Picks Music Fest. The line-up is the latest in MyStudio's commitment to offering its members a variety of exciting entertainment auditions and contests all under one roof.

**GRAMMY CAMP** - In conjunction with its recently announced multi-year partnership with The GRAMMY Foundation<sup>®</sup>, MyStudio will be offering all applicants for GRAMMY Camp (<a href="www.grammyintheschools.com">www.grammyintheschools.com</a>) the opportunity to create their GRAMMY Camp Audition Video Essay for FREE at MyStudio. GRAMMY Camp is a nine-day summer camp (July 11-19) that allows high school students to work, learn and play with top music professionals from across the industry. Hosted in Los Angeles by the University of Southern California (USC) Thornton School of Music and taught by top music professionals from multiple disciplines, GRAMMY Camp provides an exciting experience in various music industry careers. Submission of audition video and application must be received by The GRAMMY Foundation by March 31, 2009. The GRAMMY Foundation staff will evaluate applications and notify successful applicants in May, 2009.

**APPETITE FOR LIFE** - Microsoft's MSN® and reality TV producer Reveille - producers of "The Office," "Ugly Betty," and "The Biggest Loser" - have created the new online series "APPETITE FOR LIFE." It will feature inspiring stories about people that have finally made the leap from dreaming about making a major a change in their lives to actually making it a reality! For example, someone with an inactive, corporate job who becomes a surf instructor, rock climber, fisherman, or chef. Casting is open to vibrant and dynamic Baby Boomers (45 to 65 year old individual or couple) who have recently made a conscious decision to reinvent their life in a new career and a new city. The person or persons chosen will have their inspiring story featured on MSN. Casting call for this series ends March 13, 2009.

PROJECT ETHOS - MyStudio and Project Ethos (<a href="www.projectethos.com">www.projectethos.com</a>) have partnered to create the "MyStudio Project Ethos Music Contest." Project Ethos is a red carpet event in Los Angeles that showcases emerging Millennial Generation forms of creativity in fashion, music and art in one venue, in one night. 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. The winner of the MyStudio Project Ethos Music Contest will be one of only three music acts that will perform at this year's Project Ethos at The Vanguard Club in Hollywood, California (<a href="www.vanguardla.com/vanguard.php">www.vanguardla.com/vanguard.php</a>) on March 27, 2009. The winner will play a 30-minute set before a crowd of thousands as an opener for a TBA headliner act. This 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 three years have signed deals with major labels. All genres of music are encouraged to enter this contest. Contestants must be age 18 to 30 and perform original music. Contest ends on March 13, 2009 and will be judged by a MyStudio and Project Ethos panel.

**GOTHAM COMEDY CHALLENGE** - The first MyStudio Gotham Comedy Challenge was so successful in January, that MyStudio and New York's famed Gotham Comedy Club (<a href="www.gothamcomedyclub.com">www.gothamcomedyclub.com</a>) are ready to do it again! The contest gives MyStudio users the opportunity to participate in a nationwide comedy talent search that could launch a career in comedy. The winner will receive a trip to New York for a paid booking at the Gotham Comedy Club on April 8, 2009, and an audition for Comedy Central's television program "Live At Gotham." The contest ends on March 31, 2009.

**SING YOUR WAY TO SEE** *RENT* - ASU Gammage and MyStudio are partnering for a music contest. The winner will receive four tickets to the Broadway show RENT at the ASU Gammage and an official invitation to the cast party! Adam Pascal, Anthony Rapp and Gwen Stewart will reprise the roles they originated on Broadway in "RENT: The Broadway Tour," which comes to ASU Gammage on the Arizona State University Tempe Campus on March 17-22, 2009. The music contest is based

on the best <u>vocal</u> performance and contestants can choose to sing their own song, a karaoke song or a track from "RENT: The Broadway Tour." Contest is open to all ages and runs from February 28 through March 14, 2009. Judging for the winner will be done by an ASU Gammage Panel on March 15, 2009.

CHICKS WITH PICKS - MyStudio has teamed up with Chicks With Picks (<a href="www.azchickswithpicks.com">www.azchickswithpicks.com</a>) for the MyStudio CWP Music Contest. The winner of the contest will win an opportunity to compete live in the CWP finals at Cadillac Ranch at the Tempe Marketplace on March 12, 2009. The winner of the Cadillac Ranch competition will get to play on the same main stage that will be graced by Arizona's own Michelle Branch, who is one of the featured artists at the Music Fest at Tempe Beach Park on March 21, 2009. The CWP Music Fest is expected to attract thousands of fans. The contest is open to female performers of all ages and all styles of music. The winner will be chosen by a CWP panel. Music videos must be submitted on or before March 8, 2009.

Videos for MyStudio contests and auditions can be created by going to the MyStudio located at Scottsdale Fashion Square mall in Scottsdale, Arizona. Record your video, create a free profile, activate your video, and follow the easy steps to submit your video at <a href="https://www.MyStudio.net">www.MyStudio.net</a>. All additional details for each contest or audition may be found by going to the audition and/or contest page at the MyStudio.net website. Alternate means of entry are also available at <a href="https://www.mystudio.net">www.mystudio.net</a>.

#### About MyStudio

MyStudio is a self-contained, state-of-the-art, high-definition (HD) interactive audio/video recording studio designed for installation in shopping malls and other high traffic areas. MyStudio offers groundbreaking quality from a proprietary (patents pending), stand alone recording studio. MyStudio and its accompanying website, <a href="www.mystudio.net">www.mystudio.net</a>, uniquely incorporate the best elements of some the world's leading internet and entertainment properties, from video sharing, to social networking and talent based contests made popular by Reality TV, all in a single entertainment venue.

MyStudio enables a user, for a \$20 fee, to record an HD video with a quality, ease and convenience never before available to the general public. It can be used to create videos for music, modeling, comedy, dating, job resumes, auditions, personal messages and greetings. By using Hollywood-style green screen technology, MyStudio users can choose from over 1,000 HD virtual backgrounds in which to create their video. Every user can easily upload their video to the MyStudio website which offers video sharing and member profile pages in a social networking environment. From the website, each user can also order a free DVD of their session. Studio One launched its first MyStudio in Scottsdale, Arizona in September and is targeting additional high profile cities in 2009.

MyStudio recently announced 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 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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