

The Music Industry Report

Simon Fuller, Perez Hilton, and Jamie King to Use MyStudio for Auditions

By admin

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press release

Studio One Media, Inc. ("Studio One") (OTCBB: SOMD), announced today that it has partnered with three of the biggest names in music and entertainment to host auditions to find the next generation Boy Band. Contestants can audition through March 3, 2010 at Studio One's MyStudio® personal recording studios in California, Arizona and the New York area.

Boy Band is the brainchild of Perez Hilton, the self proclaimed "Queen of All Media," Simon Fuller, the genius behind "American Idol," and Jamie King, the most prolific pop music tour director in the world. As entertainment industry power players with tremendous influence over today's music marketplace, Hilton, King and Fuller have joined forces to form the next great Boy Band! Boy Band is looking for undiscovered talented teenage boys between 13 and 21 years old who are both excellent singers and dancers. The winners will have the incredible opportunity of being part of what is sure to become one of the most successful music groups in recent years.

MyStudio offers contestants an easy, convenient and economical way for Boy Band contestants to create professional quality audition videos. Contestants will create 3 one-minute videos that will demonstrate their vocal and dancing abilities. Video auditions for Boy Band can be created at MyStudio recording studios at Scottsdale Fashion Square mall in Scottsdale, Arizona, at 8560 W. Sunset Blvd., West Hollywood, California and in the New York area beginning in February. Video auditions may also be submitted directly to boybandsearch.com. For complete details, rules and technical requirements please visit boybandsearch.com.

In addition to hosting auditions for Boy Band, MyStudio was also responsible for the development of the boybandsearch.com website. For more information on MyStudio please visit MyStudio.net.

About the Boy Band Creators

Jamie King is the most prolific pop music tour director in the world, the mastermind behind Madonna's last four tours as well as recent tours for artists including: Britney Spears, Celine Dion, The Spice Girls, Ricky Martin, Christina Aguilera, Avril Lavigne and currently Rihanna's 2010 World Tour.

Perez Hilton, the self proclaimed "Queen of All Media," has the proven ability to singlehandedly create a media blitz around an artist, as he has done for Lady GaGa, Katy Perry and countless others.

Simon Fuller, one of the most successful music managers in the history of pop music and the genius behind the "American Idol" franchise, has made his name and his empire from discovering and cultivating new talent.

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 online video content. 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, receive 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 in February to the New York area. Additional locations coming soon.

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 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 Studio One Entertainment, Inc., MyStudio Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., MyStudio Audio Labs, Inc., and MyStudio Masters. 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.

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