



SOURCE: Studio One Media, Inc.



December 10, 2009

Musicians to Use MyStudio to Compete for Exclusive Performance Slot at 25th Annual Tucson Folk Festival

Contest Winner Will Be a Featured Artist and Open for National Headliner Chris Hillman for the 25th Anniversary of Arizona's Largest Folk Festival

SCOTTSDALE, AZ--(Marketwire - December 10, 2009) - Studio One Media, Inc. ("Studio One") (OTCBB: [SOMD](#)) has partnered with the Tucson Kitchen Musicians Association ([TKMA](#)) to offer users of Studio One's [MyStudio®](#) personal recording studios the chance to be a featured artist at the 25th Annual Tucson Folk Festival. The winner of the contest will perform on the Plaza Stage at City Hall just before the national headliner [Chris Hillman](#) on Saturday, May 1, 2010. The contest starts today and runs through February 15, 2010.

"Next May we celebrate the 25th Anniversary of the Tucson Folk Festival. The Tucson Kitchen Musicians Association is partnering with MyStudio to present a video contest to select a special performer to open for our headline act on Saturday Night," said the group's secretary, Jim Lipson. "Please join us for this exciting event, and give us a chance to choose you!"

Each year, more than 10,000 fans attend the Tucson Folk Festival to hear a variety of acoustic music.

In 2009 more than 100 local, regional and national acts performed, including Grammy Award winners Cathy Fink and Marcy Marxer. Other headliners have included Todd Snider, Eric Andersen, Richie Havens, Odetta, Al Stewart and David Wilcox. The non-profit TKMA organizes the festival, and soon will announce all the headline acts for 2010.

The 25th Annual Tucson Folk Festival will offer continuous live music on four stages, featuring folk, blues, Celtic, bluegrass, folk-rock, world, country, gospel, and Cajun rhythms. It will also include workshops, a songwriting contest, a children's show, and craft and food vendors.

"MyStudio is excited to offer its members this exclusive opportunity to perform in a featured artist slot before thousands of music lovers at Arizona's largest folk festival," said Anna Madrid, VP of Business Development for Studio One. "We are also pleased to support the Tucson Kitchen Musicians Association and attract new acoustic talent that folk music fans everywhere can enjoy online at MyStudio.net."

Musicians and performers can enter the contest by creating an acoustic musical performance video in either MyStudio location in Scottsdale, Arizona or in West Hollywood, California. Accepted musical styles are traditional, folk, Americana, acoustic singer/songwriter, bluegrass, world music and related genres. The contest is open to all ages. All contest details can be found on the contest page at MyStudio.net.

The videos will be made public at MyStudio.net and judged by a panel consisting of TKMA members, invited Arizona musicians and others. The judging will be based on performance skill, musicianship and originality. The panel will select the performer it believes will bring the most entertainment value to the Tucson Folk Festival. Winner will be contacted directly by the TKMA.

MyStudio personal recording studio is open during mall hours at Scottsdale Fashion Square mall in Scottsdale, Arizona, and by appointment only at 8560 W. Sunset Blvd., West Hollywood, California. Applicants can make an appointment to record in West Hollywood by contacting Lauren Ryckman at lauren.ryckman@studioonemedia.com.

About Tucson Folk Festival and Tucson Kitchen Musicians Association

TKMA began as a group of friends gathering regularly on Friday nights for potlucks and jammin' in the kitchen. TKMA has grown into a non-profit organization of more than 300 members.

TKMA was established to further public awareness and interest in acoustic music and other folk arts by promoting and producing the [annual Tucson Folk Festival](#), where folk musicians can share their talent with the greater Tucson community. The Tucson Folk

Festival represents the culmination of Folk Music Week as proclaimed by the mayor of Tucson.

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, 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 soon to New York.

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.

Media contact:

Anna Madrid

480-559-4711

amadrid@studioonemedia.com

www.MyStudio.net