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Pioneering Music Executive Jason Flom Joins MyStudio Music Industry Leader to Assist in Advancement of Studio One's Technologies

LOS ANGELES, CA, Sep 30, 2010 (MARKETWIRE via COMTEX) -- Studio One Media, Inc. ("Studio One") [[SOMD](#)] today announced that revered record industry executive Jason Flom has joined Studio One's Advisory Board. Mr. Flom will play a valuable role in advancing the adoption of MyStudio's revolutionary audio technology, AfterMaster(TM), as well as the national rollout of MyStudio(R) HD Recording Studios.

"I am honored to have been asked to join Studio One's Advisory Board and assist the management team in the advancement of its technologies. MyStudio provides a new and exciting way for the music industry to identify talent. I am particularly excited by the value that Studio One's powerful and innovative technologies will provide artists, recording professionals, fans and entertainment companies," stated Jason Flom, President of Lava Records.

Mr. Flom is considered to be one of the most successful executives in the music industry. His distinguished career with major record labels includes having served as Chairman and CEO of Atlantic Records, Virgin Records and the Capitol Music Group. He currently serves as President of Lava Records. Mr. Flom founded Lava Records in 1995 and sold the company to Atlantic Records in 2005. He subsequently reclaimed Lava in 2009 and has partnered with Universal Republic, a division of Universal Music Group, for promotion, marketing, sales and distribution services.

Mr. Flom's astute ability to identify talent resulted in him signing and developing the careers of mega acts such as Twisted Sister, Stone Temple Pilots, Tori Amos, Jewel, Hootie & The Blowfish, Collective Soul, Matchbox 20, Kid Rock, The Corrs, The Blue Man Group and many more. The artists signed under Lava label have sold over 100 million records around the world.

Additionally, while heading Capitol Music Group, Mr. Flom worked with rock superstars Lenny Kravitz, Coldplay and the Rolling Stones. He also signed Katy Perry and oversaw the recording of her debut album which has sold over 15 million albums and singles worldwide.

"It is a true honor to have such a revered music executive join Studio One's advisory board. The leadership and experience of Jason Flom will be invaluable to our management team. Our AfterMaster and MyStudio technologies will greatly benefit from his industry experience and guidance as the Company positions itself as a leader and innovator in audio and video technology," stated Larry Ryckman, founder and CEO of MyStudio, Inc.

Studio One's world-class Advisory Board consists of leaders in business, media and entertainment who advise the Company in the development and implementation of Studio One's business plan for the MyStudio and AfterMaster technologies. Jason Flom's insight and influence within the music will enhance the Company's strategic initiatives to drive broad adoption of its revolutionary technologies.

About MyStudio(R) 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 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 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 AfterMaster(TM) MyStudio's AfterMaster technology is a new process for remastering audio which has been described as one of the biggest breakthroughs in audio since the introduction of digital music. The AfterMaster technology is proprietary, patent-pending combination of hardware and software which was developed over the last five years by the MyStudio Audio Labs, Inc. engineering team. The revolutionary AfterMaster process makes music significantly louder, deeper and more exciting than traditionally mastered-only music. It can be applied on virtually all audio sources including, music, radio, television and film. The AfterMaster process is performed after a final audio master has been completed and can be applied to both new and catalogue music releases.

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 Recording Studios, MyStudio Music, Inc., MyStudio Management, Inc., MyStudio Audio Labs, Inc., and MyStudio Masters. Studio One has entered into strategic relationships including EMI Music Publishing, The GRAMMY Foundation(R), 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, and (5) 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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