



08/12/2010 - Updated 11:29 AM ET

Studio One Media's MyStudio Hosts Auditions for "If I Can Dream"

Singers, Actors, Models, Comedians and Dancers Can Now Create Their Audition Videos at MyStudio for a Chance to Be the Next Big Hollywood Star

LOS ANGELES, CA, Aug 12, 2010 (MARKETWIRE via COMTEX) -- Studio One Media, Inc. ("Studio One") [[SOMD](#)], a leading-edge entertainment and technology company, today announced that it has teamed up with 19 Entertainment and MySpace to host auditions to join the cast for the new entertainment platform "If I Can Dream" (www.ificandream.com). Contestants can now audition at any MyStudio HD Recording Studio (www.MyStudio.net), which are currently located in Hollywood, Miami, Dallas and Phoenix. The creators of "American Idol" and "So You Think You Can Dance" are inviting actors, models, singers, comedians and dancers to audition for the chance of a lifetime. Audition videos created at MyStudio will allow contestants to create professional studio-quality videos to best showcase their talents for uploading to the "If I Can Dream" audition page on MySpace (www.myspace.com/ificandream).

"If I Can Dream" is the first of a new generation of post-reality entertainment shows created by Simon Fuller and represents 19 Entertainment's first high-profile web production. This exciting new show chronicles the experiences of a select group of talented young entertainers living together as they confront the struggles and triumphs of yet-to-be-discovered artists pursuing their dreams of stardom. Each contestant is judged on their talents in their respective creative field.

The backdrop for the show is set in a Los Angeles mansion wired with 56 cameras. The cameras broadcast live footage on the show's website. In addition to the live broadcast, every Tuesday evening fans can enjoy a weekly 30-minute television segment highlighting the most exciting moments of the past week. The television show airs on the Hulu.com channel.

Contestants interested in auditioning for the opportunity to join the other aspiring artists on "If I Can Dream" can create and submit their audition videos at any MyStudio HD Recording Studio. The deadline for the submission of audition videos is Friday, August 20, 2010.

About MyStudio(R) HD Recording Studio 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 Phoenix, Arizona, Hollywood, California, Miami, Florida and Dallas, Texas. 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 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, 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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