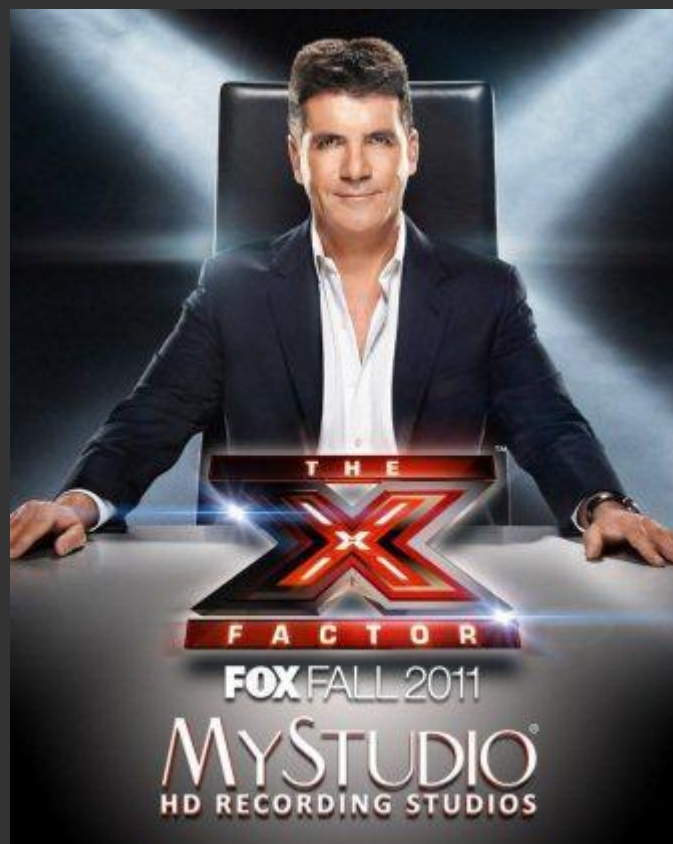


MYSTUDIO[®]

HD RECORDING STUDIOS

MYSTUDIO FINALISTS TO BE INVITED TO AUDITION FOR JUDGES SIMON COWELL, PAULA ABDUL, CHERYL COLE AND ANTONIO "L.A." REID, BEFORE A LIVE STUDIO AUDIENCE!

X FACTOR AUDITIONS EXTENDED THRU MAY 15th!



"The X Factor-MyStudio partnership has been incredibly successful with many thousands of amazing auditions coming in this way. We want to be sure that anyone who wants to audition for THE X FACTOR has an opportunity to do so and that the very best will be seen by me and my fellow judges." - Simon Cowell

Los Angeles (May 11, 2011) -- Studio One Media, Inc. (OTCBB:[SOMD-News](#)) today announced that **THE X FACTOR**, the highly anticipated singing competition series debuting this fall on **FOX**, is extending auditions at all at [MyStudio®](#) audition booths through Sunday, May 15th. Additionally, all MyStudio video finalists, as selected by THE X FACTOR producers, will now be invited to audition before judges **Simon Cowell, Paula Abdul, Cheryl Cole and Antonio "L.A." Reid**, and a live studio audience.

"I am delighted that we have extended the deadline for our MyStudio X FACTOR auditions," said **Simon Cowell**. "The partnership has been incredibly successful with many thousands of amazing auditions coming in this way. We want to be sure that anyone who wants to audition for THE X FACTOR has an opportunity to do so and that the very best will be seen by me and my fellow judges."

THE X FACTOR is the first televised singing talent competition to utilize the state-of-the-art MyStudio HD recording studios to conduct auditions nationwide, giving more people the chance to become a global superstar or breakout music group and win a \$5 million recording contract with **Syco/Sony Music**. THE X FACTOR-MyStudio's allow contestants to audition in a private recording studio environment, as if they were performing at a live audition. THE X FACTOR-MyStudio audition booths are located nationwide in [Honolulu, HI](#); [Phoenix, AZ](#); [Nashville, TN](#); [Anchorage, AK](#); [Kansas City, KS](#); and [Denver, CO](#).

Until May 15, anyone 12 years old or over - both solo artists and vocal groups - will have the opportunity to use the state-of-the-art studios to audio and video record their a cappella audition and state why they think they have what it takes to be a global superstar or breakout music group.

"The success of the MyStudio X FACTOR auditions partnership has led to another audition extension," said **Larry Ryckman**, CEO of MyStudio. "Even more exciting is that MyStudio finalists will now be invited to go directly to a judges round and audition before Simon Cowell, Paula Abdul, Cheryl Cole and Antonio "L.A." Reid and a live studio audience."

Visit www.fox.com/theXfactor or call toll-free 855-345-5678 for eligibility requirements, the latest news on the audition studios and to sign up to receive audition information. All auditioners should go online to MyStudio.net/xfactor to confirm eligibility and review THE X FACTOR/MyStudio Audition Video Submission Terms and Conditions.

In a departure from other singing competition series, the first time a contestant auditions for THE X FACTOR judges, he/she will do so in front of an audience of thousands - raising the stakes and increasing the pressure to impress not only the judges, but also a potential legion of fans. This will be the ultimate test to prove they have the vocal ability, charisma and stage presence that it takes to win an unprecedented \$5 million recording contract with Syco/Sony Music.

It was recently announced that multi-talented performer and chart-topping artist **Nicole Scherzinger** and British TV personality **Steve Jones** will host THE X FACTOR.

THE X FACTOR is produced by **Syco Television** and **FremantleMedia North America**. **Simon Cowell, Rob Wade** and **Siobhan Greene** are executive producers for Syco Television. **Cecile Frot-Coutaz, Richard Holloway** and **Andrew Llinares** serve as executive producers for FremantleMedia North America.

About: [Sony Music Entertainment](#), [Syco](#), [FremantleMedia](#), [MyStudio](#), [The X Factor](#)

For more information please visit us at www.MyStudio.net!